



Downtown Redevelopment Plan

Special City Council Meeting

July 10, 2006

STAFF PRESENTATION

City Development Plan Adoption Process

Overview of Project History

Downtown Redevelopment Plan (Phase I)

Community Meetings Held

Synopsis of Emerging Issues

Downtown Redevelopment Plan

Recommended Changes

Resolution Regarding Proposed Value Statements

Resolution Regarding Use of Eminent Domain

Next Steps & Proposed Timeline



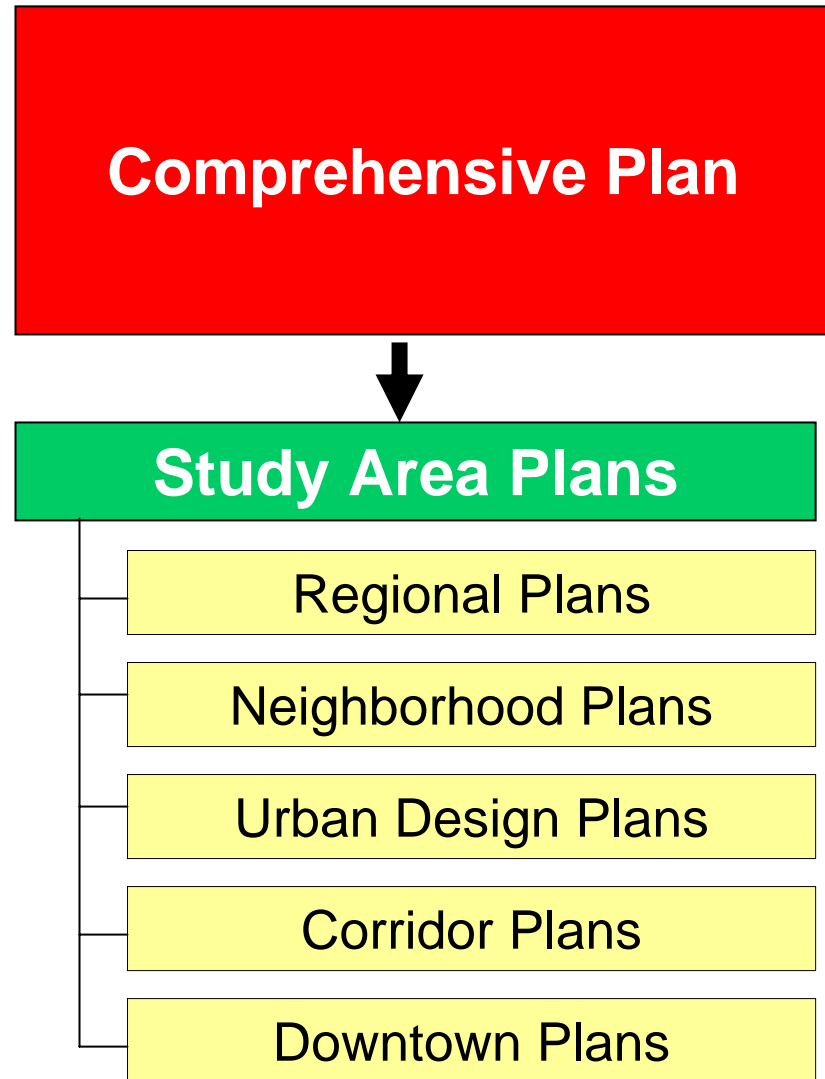


City Development Plan Adoption Process

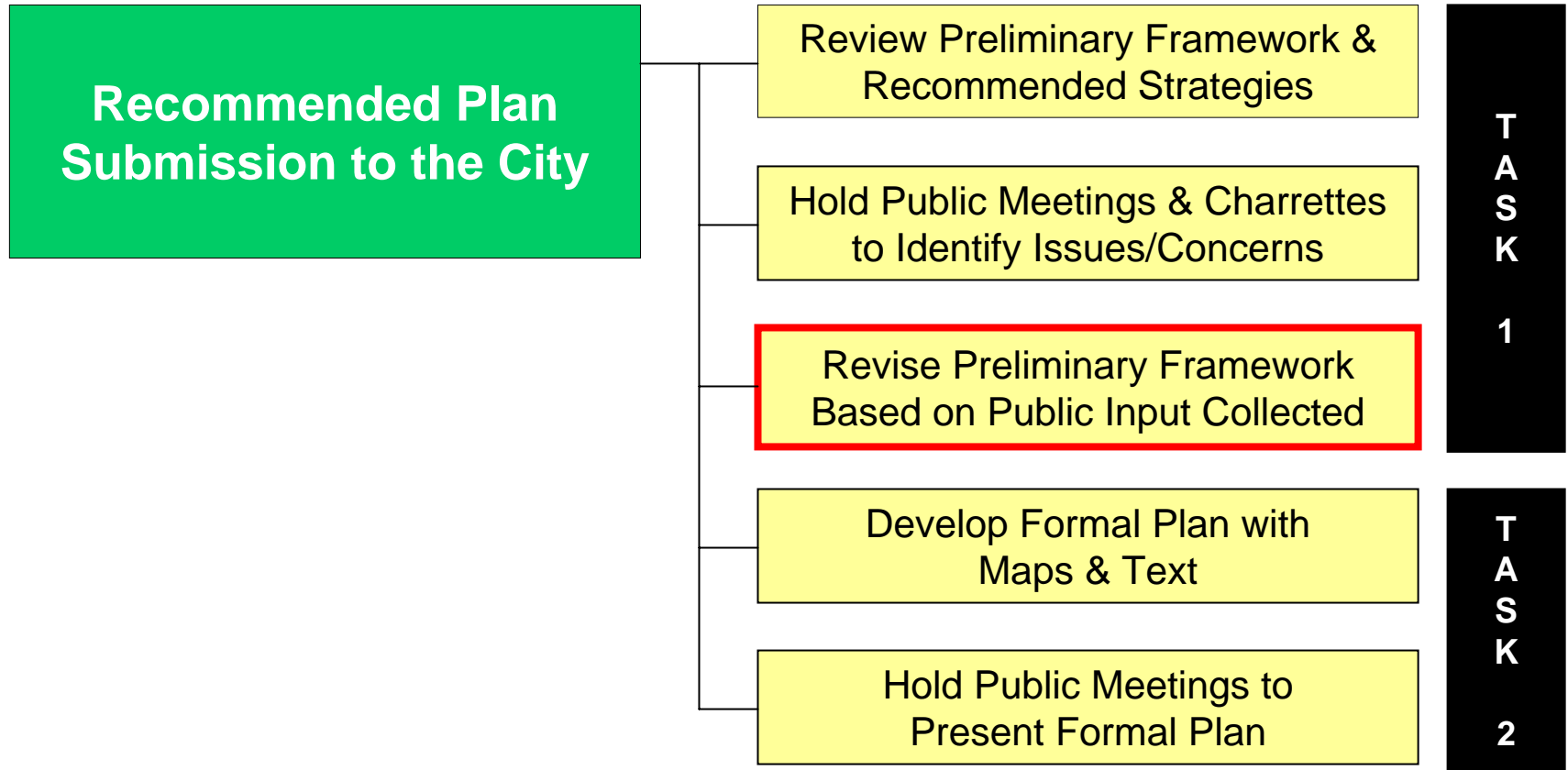
Comprehensive Planning Process

An adopted official statement of a community that sets forth future broad-based policy of the community in terms of physical, social & economic values.

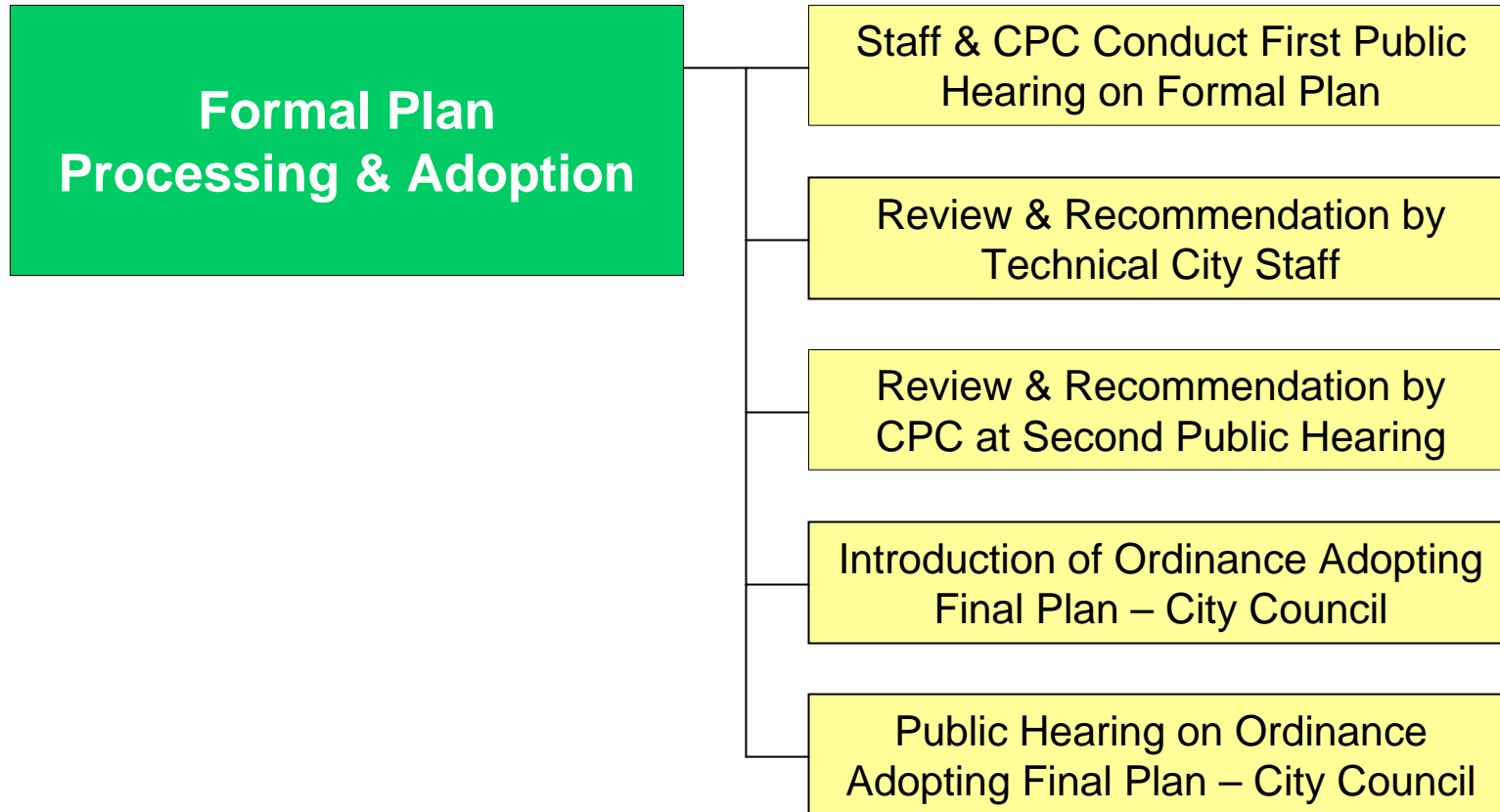
Serve as addendums to the adopted comprehensive plan & focus on specific geographic areas of the community. These plans are intended to provide more detailed goals, policies & guidelines; describe land use patterns specifically; & propose a shorter program for implementation.



City Development Plan Review



City Development Plan Review



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Overview of Project History

Project History

2004 **Paso Del Norte Group Foundation
(PDNG) takes the lead**

2005 **City Council commits \$250,000 to
PDNG toward development of a
Downtown Plan**

- Total of \$759,000 secured by the PDNG for this effort
 - \$250,000 City of El Paso
 - \$259,873 EDA Grant
 - \$250,000 Private Sector
- PDNG remains the fiscal agent

SMWM planning firm hired by PDNG



Project History

SMWM Scope of work:

- Phase I, Preliminary Framework (the visioning strategy)
- Phase II, Land Use Plan (specific land use recommendations following community input)
- Phase III, Formal Land Use Plan (with phasing & implementation strategies)

2006

Preliminary Framework presented by PDNG to City Council

City Council acceptance & direction to City Manager to commence public process & forward recommendations

SMWM to serve as City's consultant



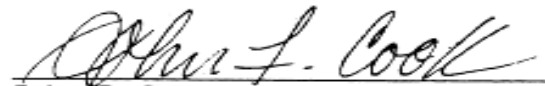
RESOLUTION

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF EL PASO:

That the City Council accepts the plan for the revitalization of downtown El Paso submitted by the Paso Del Norte Foundation and that the City Manager be authorized to commence the public process necessary to prepare a recommendation for City Council regarding an amendment to the City of El Paso Comprehensive Plan to incorporate the Paso Del Norte Foundation proposal.

ADOPTED this 31st day of March 31, 2006.


THE CITY OF EL PASO


John F. Cook, Mayor

ATTEST:


Richarda Duffy Momsen, City Clerk

APPROVED AS TO FORM: ..


Sylvia Borunda Firth
Assistant City Attorney



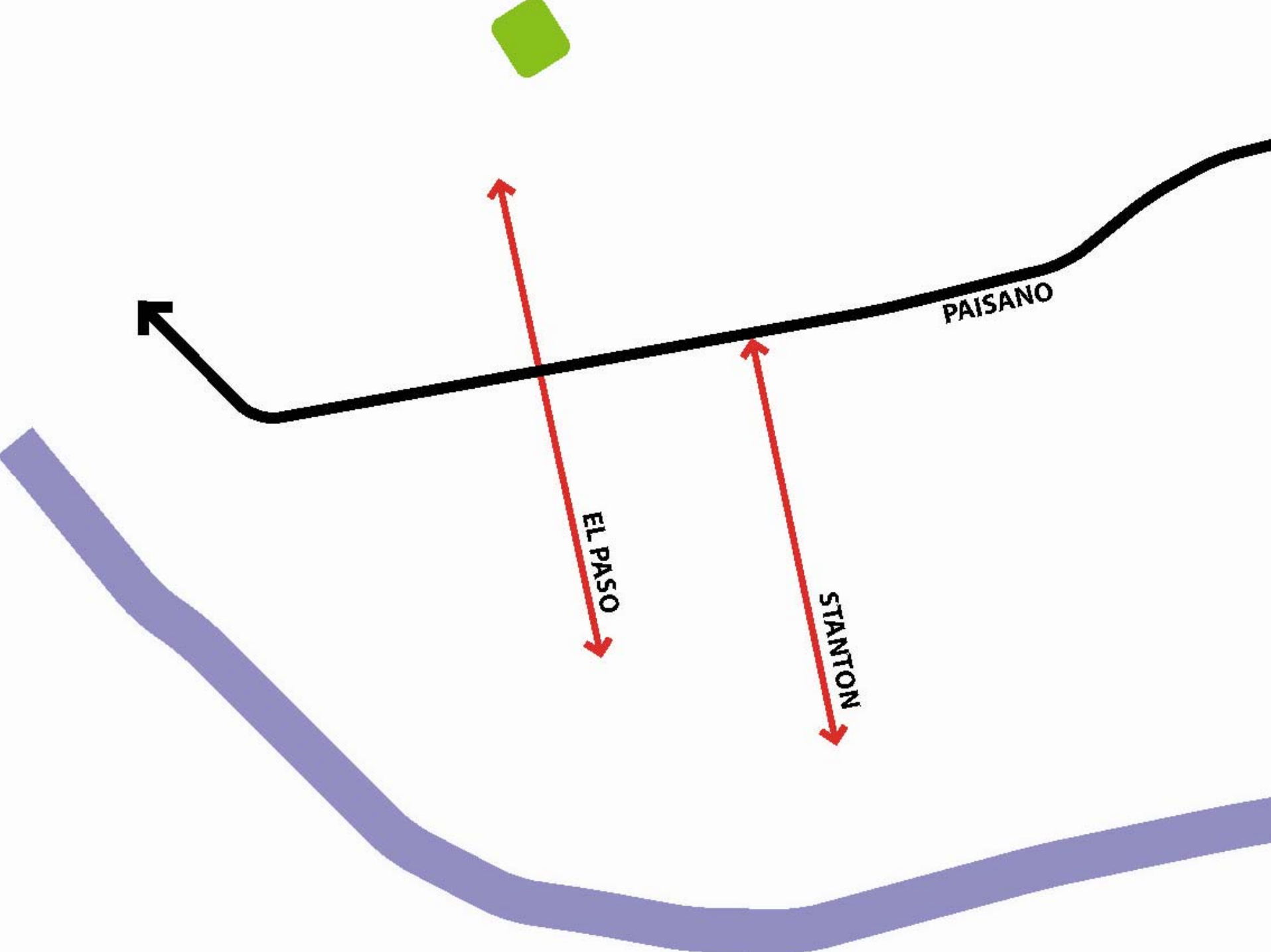
City focus & commitment to plan completion:

- Have open communication & public participation throughout the process
- Take the time necessary to work through critical issues with stakeholder groups
- Understanding that Preliminary Framework may undergo revisions
- Hold public meetings to:
 - Review the proposal
 - Disseminate information
 - Generate ideas
 - Provide a forum to express general feelings
 - Create a record of recommendations





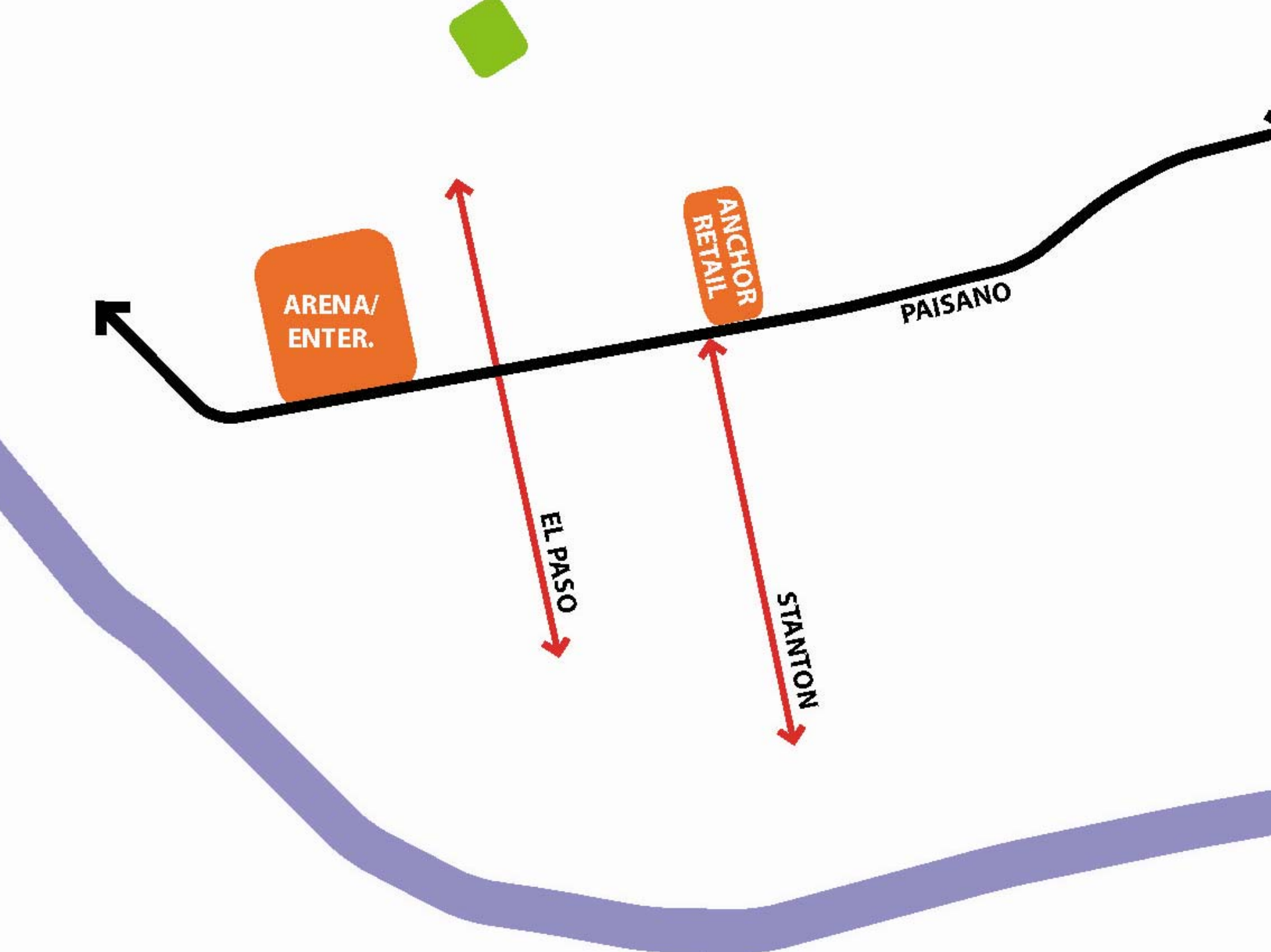
Downtown Redevelopment Plan – Phase I



PAISANO

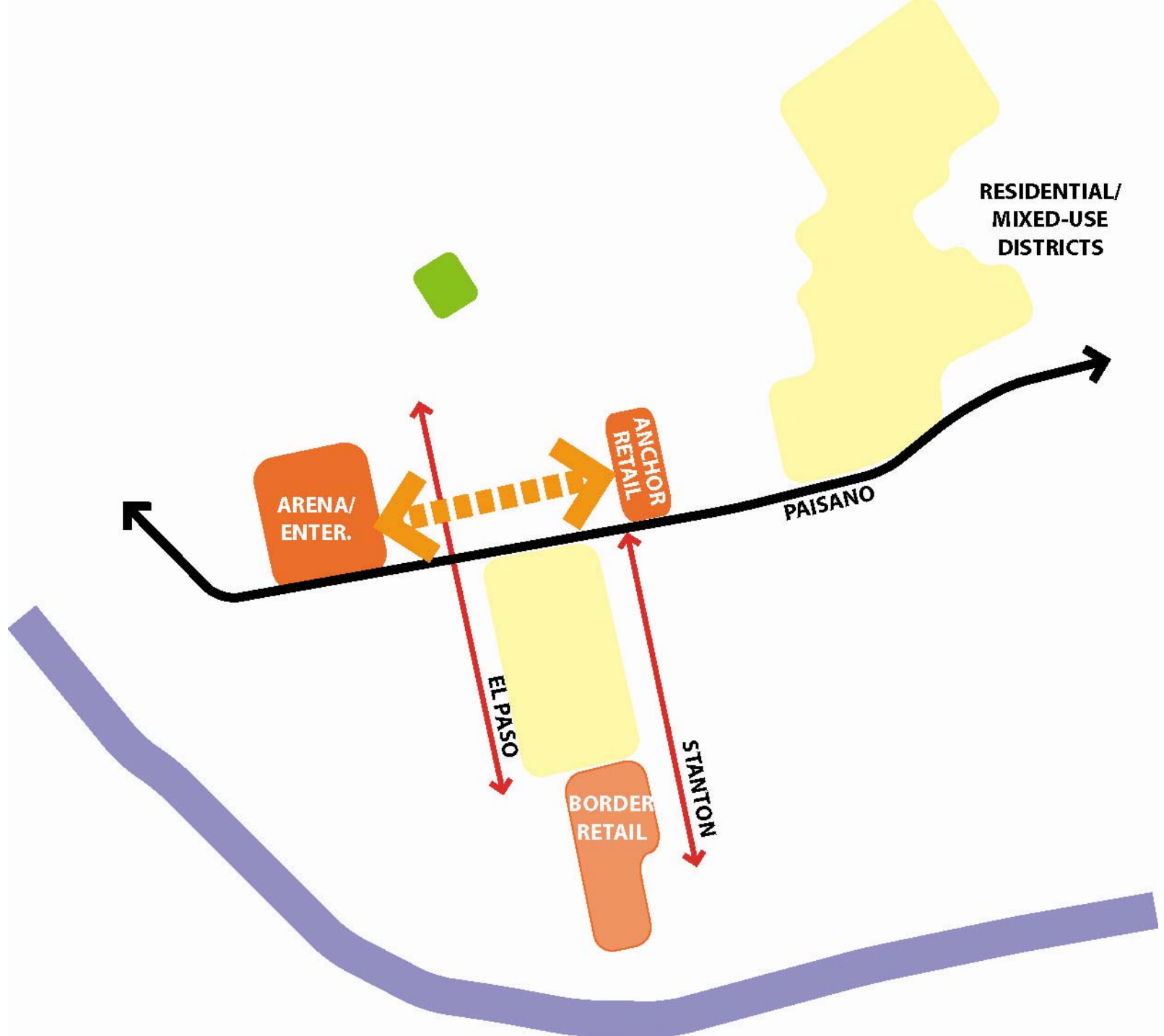
EL PASO

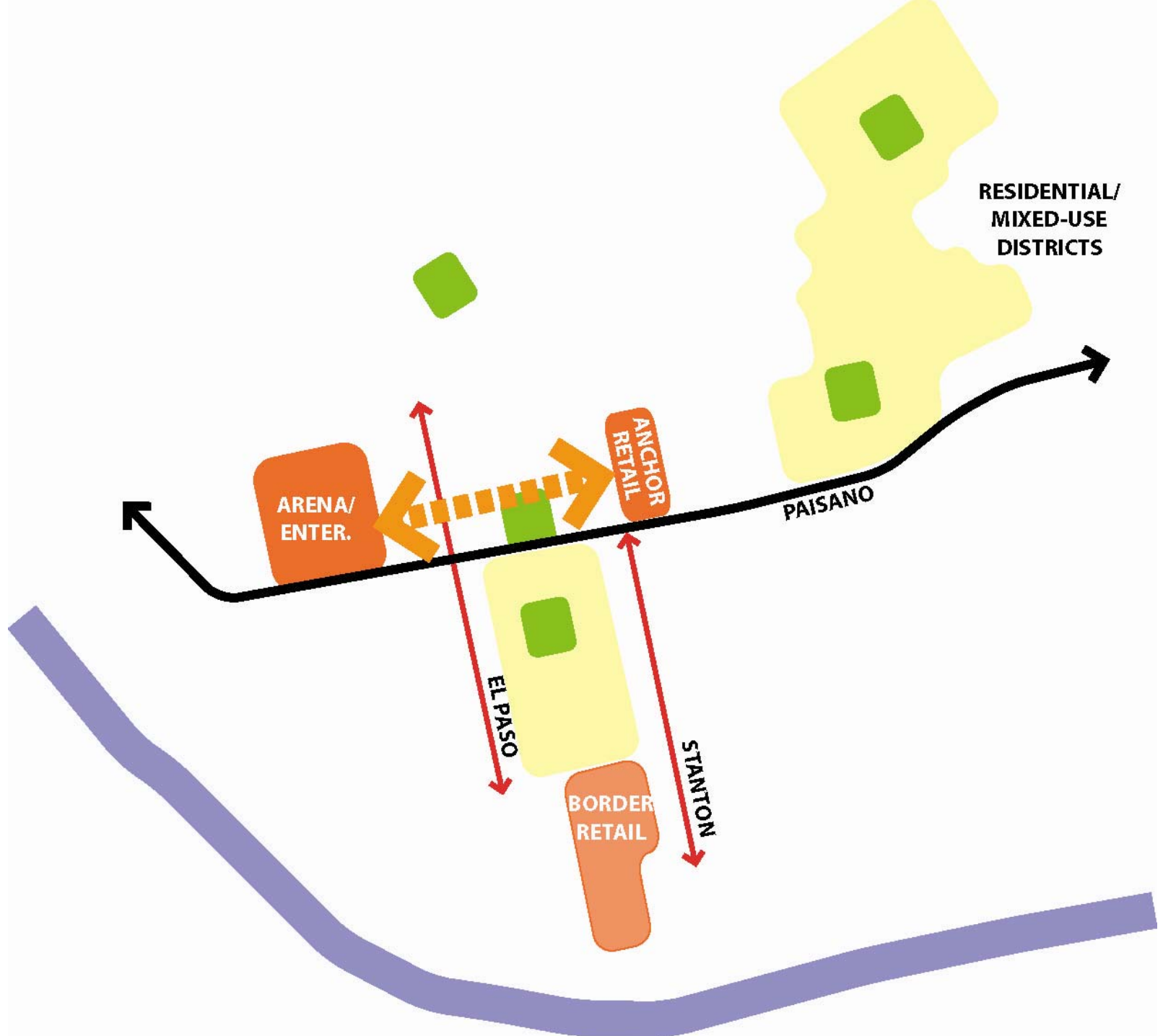
STANTON

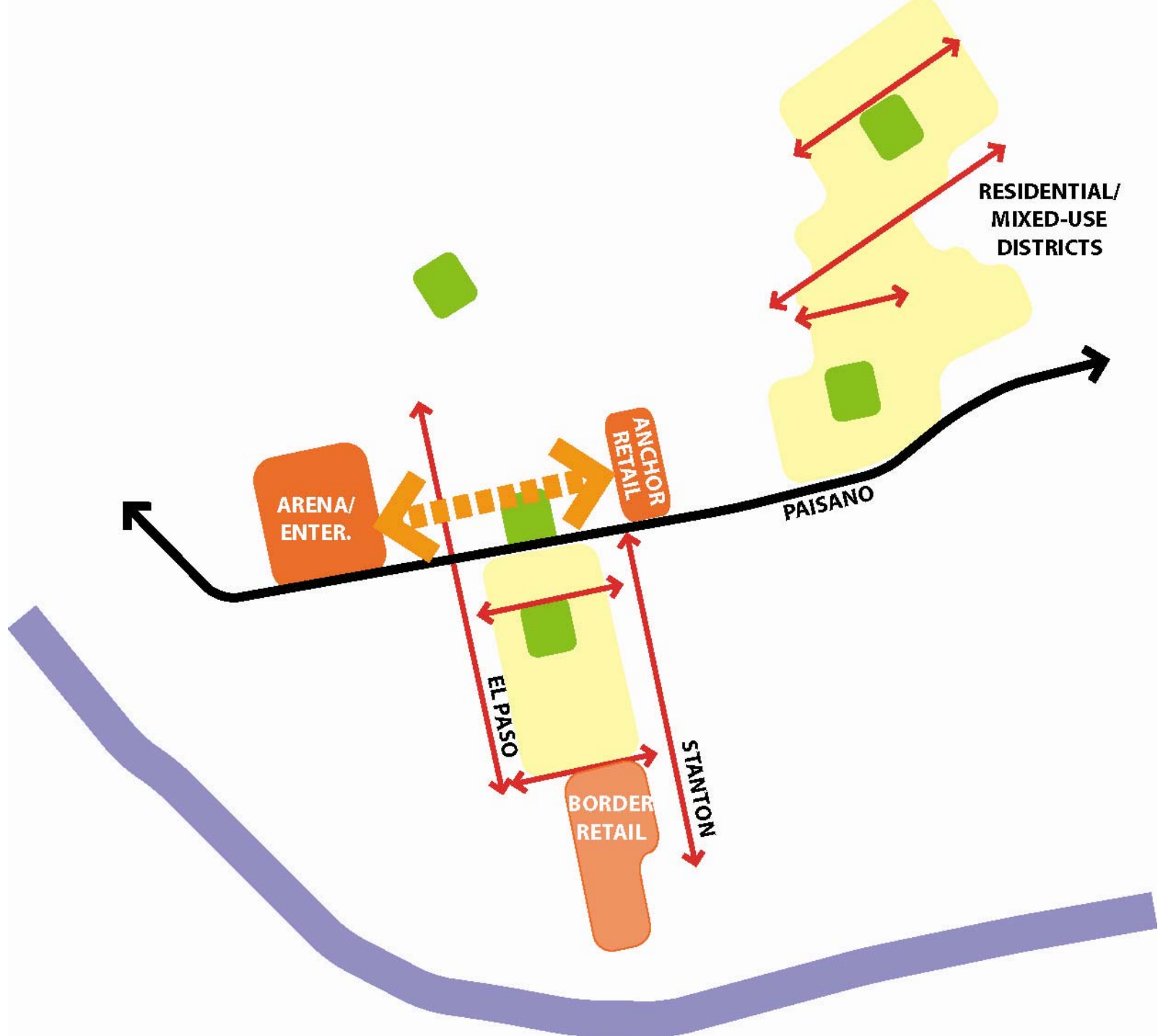


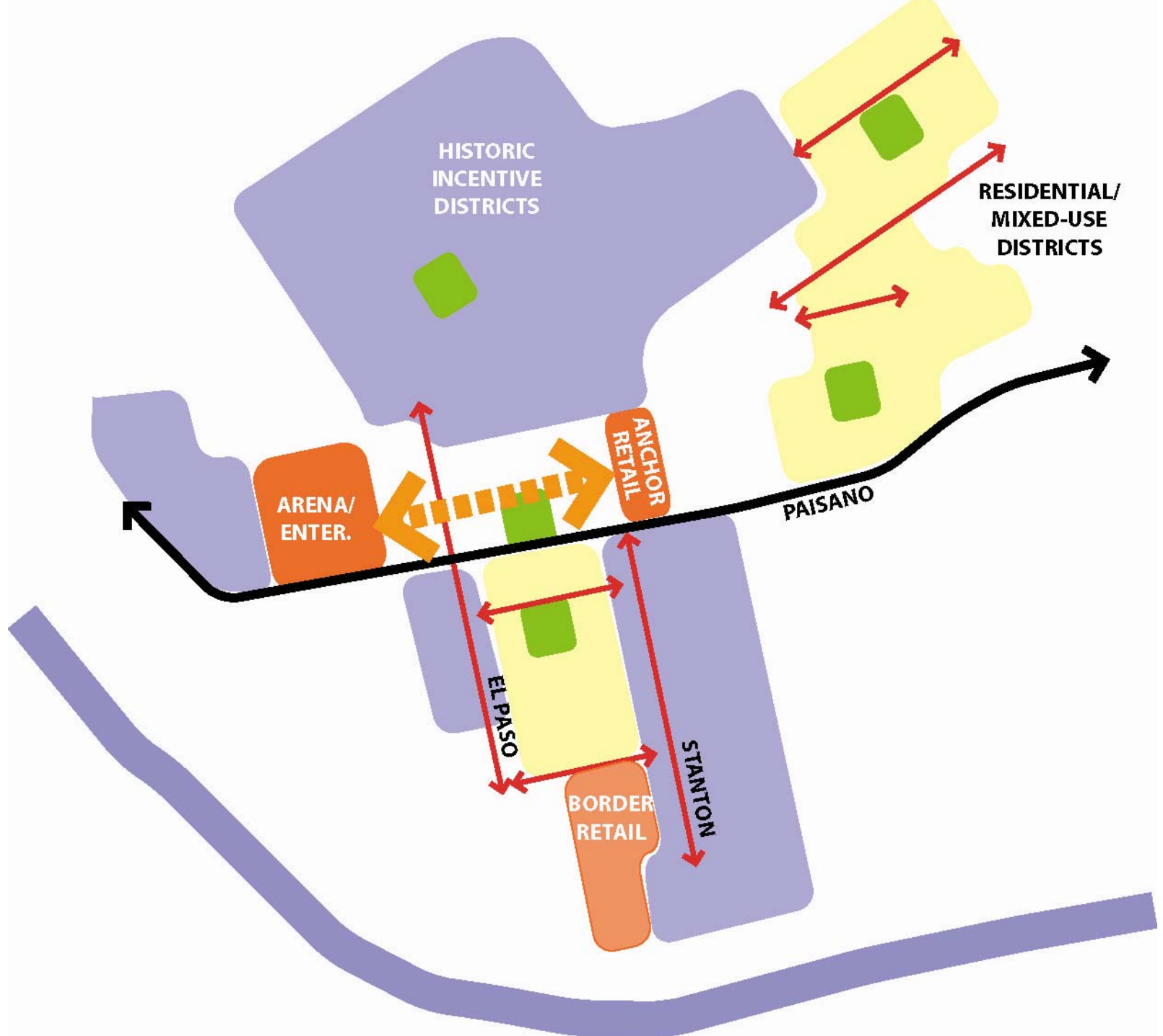


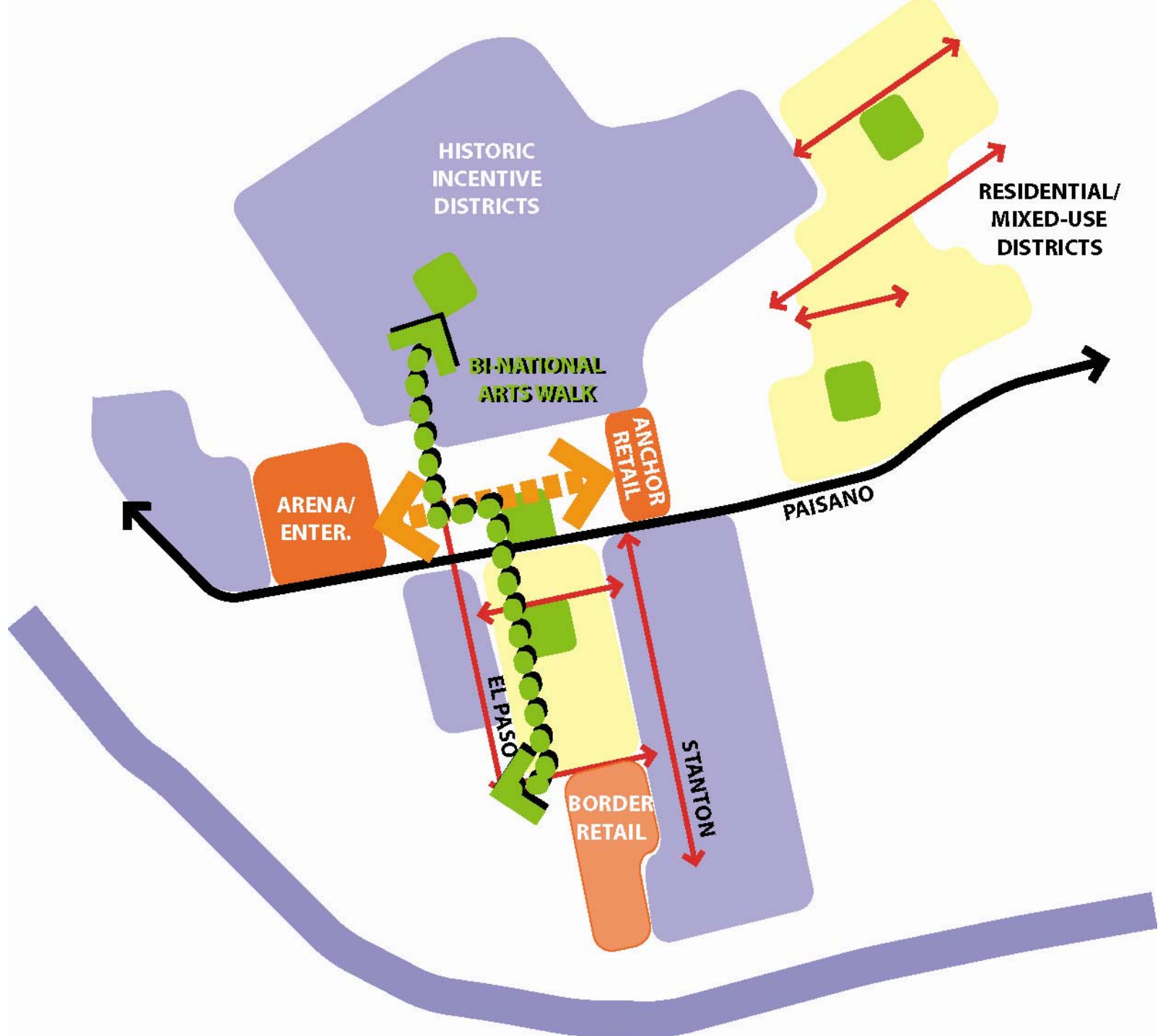














Community Meetings Held

City of El Paso Hosted

DATE	PLACE	TIME
23-May	JFW Convention Center	6:00 PM
24-May	JFW Convention Center	1:00 PM
7-Jun	JFW Convention Center	10:00 AM
7-Jun	JFW Convention Center	6:00 PM
8-Jun	JFW Convention Center	10:00 AM
8-Jun	JFW Convention Center	4:00 PM
28-Jun	JFW Convention Center	1:30 PM
28-Jun	Polly Harris Senior Center	6:00 PM
29-Jun	Northeast Recreation Center	10:00 AM
29-Jun	Eastwood Recreation Center	6:00 PM

Numerous meetings held and contacts made throughout the area, including Segundo Barrio, Central Business Association, Downtown Management District, Korean Merchants Association, Historic Walking Tour, and other meetings as were requested.





Synopsis of Emerging Issues

Public Input

CONCERN / ISSUE	RESPONSE
Lack of public input during plan visioning process	Preliminary Framework developed to foster public input
Restarting plan process	Plan development process allows public input & change; seeking City Council authorization on Preliminary Framework to advance project
Rescinding City Council acceptance of PDNG Plan	Direction given to City Manager to seek public comment, finalize the plan development & submit recommendations to City Council; Acceptance does not mean Approval or Adoption
Protection of historically & culturally sensitive buildings & properties	Plan will identify & pursue opportunities for preservation; Value Statements & Map Changes
Consideration for ADA accessibility throughout the area	Formal Plan & Project implementation will follow federal, state & local standards



Plan Design

CONCERN / ISSUE	RESPONSE
Need & basis for downtown revitalization	A vibrant downtown area will enhance economic opportunities citywide; Significant decline in housing stock, diminished tax base & deteriorating building & property conditions
Demolition of 127 acres of the Downtown Area	Preliminary Framework does not call for demolition of 127 acres; Value Statements & Map Changes
Size of Study Area	Study Area reflects the scale & scope of five planned districts that serve as catalysts for downtown redevelopment
Compatibility & linkages to adjacent properties & neighborhoods	Will be specifically addressed in design standards for districts; Value Statements & Map Changes
Significant blighted buildings are not included in the redevelopment area	All areas of the Downtown Plan will be addressed with priority efforts for code enforcement



Plan Design

CONCERN / ISSUE	RESPONSE
Sensitivity to design of new development	Will be specifically addressed in design standards for districts; Value Statements
Extension of First Street	Recommended as the single most important action to deliver a new multi-faceted retail mixed use development
Incorporation of public transportation	Transportation components (vehicular & pedestrian) have been considered in the Preliminary Framework & serve as critical linkages to the districts; will be detailed in the formal plan development
Districts & projects need to maintain El Paso's unique heritage & culture	Plan development will incorporate unique El Paso flavor; next phase formal plan development will incorporate design standards



Residential

CONCERN / ISSUE	RESPONSE
Displacement of residents	Implementation strategies will address housing replacement as catalyst projects; Value Statements & Map Changes
Creation of other culturally sensitive neighborhoods	Plan will address creation & development of special districts; Value Statements
Types of residential mix & affordability	Approximately 500 housing units are proposed to be replaced as an initial catalyst project; Value Statements & Map Changes
Location of proposed housing	New affordable housing will be provided to any displaced resident within the Downtown Area; Value Statements & Map Changes
Relocation assistance for residents (temporary & permanent)	Implementation strategies will include relocation & financial assistance; Value Statements



Commercial

CONCERN / ISSUE	RESPONSE
Razing of historic or other significant buildings within the area	Plan will identify & pursue opportunities for preservation; Value Statements & Map Changes
Location & need for an arena	Recommended as an anchor catalyst project, however expansion of the district will allow for other location considerations
Displacement of existing businesses	Expanded retail areas will create synergies between existing & new retail business; Value Statements
Introduction of large-scale retailers & impact to small business	Implementation strategies will require prototypes that preserve local business; Value Statements
Lack of feasibility & marketing analyses to support retail growth	Preliminary economic study & retail impact analyses conducted by Oster & Graven; indicates area will support an expanded retail area



Commercial

CONCERN / ISSUE	RESPONSE
Impact of plan recommendations on cross-border trade	Proposed Preliminary Framework maximizes cross border trade opportunities
Types of commercial / retail mix	Addressed by five district components & opportunities for linkages; detailed land use considerations will be part of next phase plan development
Location & type of parking	Parking is addressed as a critical component of the Preliminary Framework; detailed parking standards will be part of next phase plan development
Relocation assistance for business owners and tenants	Implementation strategies will include a program for relocation, replacement & development of new opportunities; Value Statements
Need for job training & workforce development in the area	Implementation strategies will include a job training focus for area residents; Value Statements



Financial

CONCERN / ISSUE	RESPONSE
Estimated cost to implement redevelopment plan	This analyses will be addressed as part of the next phase formal plan development; Value Statements
Effect on taxpayers due to redevelopment plan	Will be analyzed as part of implementation & funding recommendations; Value Statements
Lack of information regarding incentives to be offered	Incentive packages under consideration & development in the City's Economic Development Office & citizen taskforces; will be part of next phase formal plan development
Loss of private ownership to a REIT	Local investment opportunities will be included in implementation strategies; Value Statements
Impact of renovations to assessed valuations	Looking to increase property values within the area to increase economic development opportunities



Financial

CONCERN / ISSUE	RESPONSE
Opportunities for local investment	Implementation strategies will encourage new public & private investment; Value Statements
Other catalyst projects as investment drivers	All opportunities will be considered; key catalyst projects are necessary to jumpstart the success of the redevelopment effort
Federal, state & local funding repayment	Areas identified & repayments will be made where necessary; next phase formal plan development will look to minimize these impacts
Need for a Tax Increment Financing Zone (TIRZ)	Seen as an implementation funding strategy that may be considered to target tax dollars into the area; requires future City Council action
Lack of feasibility & marketing analyses conducted to support plan	Preliminary economic study & retail impact analyses conducted by Oster & Graven; supports increase in retail expansion



Implementation

CONCERN / ISSUE	RESPONSE
Deadline for plan adoption	Plan adoption will follow ordinary study area plan analyses & processing; Value Statements
City's commitment for plan implementation	Implementation & funding strategies will be addressed in next phase formal plan development
Establishment of Redevelopment Office to guide actions of the plan	Hiring for City Redevelopment Office within Economic Development Department underway; Value Statements
Code enforcement priority to area	Ongoing effort; implementation strategies will focus on expanded efforts; Value Statements
Compliance with adopted plan if Real Estate Investment Trust (REIT) is created	All investment & development in the area will be required to follow City Council adopted plan



Positive Input

Change is necessary to create an environment for living,
working & recreating in the downtown area

It is time for a vibrant & distinctive downtown

Important cultural, community & historic resources can be
a feature of a revitalized downtown

Downtown is an asset for all El Pasoans & creates
economic development opportunities throughout the community

The City needs to consider services & amenities
in the area for current & future generations

Downtown needs to be thriving to serve both El Paso & Juarez
and be a model for a successful international city

Downtown must take an expansive role as a center for jobs & business
opportunity for downtown residents & for the region as a whole

Downtown can play a critical role in added &
improved resources for the youth of the area

The plan should deliver significant new & improved
housing for all income levels





Downtown Redevelopment Plan – Listening to the Community

Community Workshops Provided a Special Perspective

- Participants created their vision for a great downtown and residential neighborhood
- Visions were then expressed through “building” a downtown street or a residential block
- Participants worked together to understand the opportunities, limitations, and compromises inherent in a changing downtown





Sample # 6

WHAT MAKES A VIBRANT DOWNTOWN?

(a minimum of 1 card from the 3 categories - Cultural/Entertainment, Land Use & Public Realm)



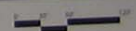
- Historic Elements
- Cultural-Support current
- Museums/Walking Tours
- Historic Cultural Flavor
- Historic Landmarks
- Sustainable Cafe for the area
- Landscaping - Beautify the area
- Flavors add year in all seasons
- City and what highlights upward
- Education
- Hybrid Learning - live



Key to Proposed Downtown Land Use Plan



- LEGEND**
- Ground Floor
 - Upper Floor
 - Open space
 - Arts Walk



Paso

WHAT MAKES A GREAT NEIGHBORHOOD?

(a minimum of 1 card from the 4 categories - Cultural, Community, Land Use & Public Realm)



Bring Back alleys

WALK
BICYCLE
TRANSIT
PUBLIC REALM
CULTURAL
COMMUNITY
LAND USE

1237

14

MERCADO RETAIL DISTRICT



Some people are looking for a place to live, shop, and become a community.

Segundo Barrio is downtown.

Why aren't any residents from making improvements here?

Do not use eminent domain.

The people who live in neighborhoods of people who are not getting a chance to live here.

This is an illegitimate process. People's lives are not games.

Democracy begins with the people. Inform them.

MIXED USE/RESIDENTIAL DISTRICT



Do not use eminent domain.

Leave from the city.

Please use the people who live in the neighborhood.

The people who live in the neighborhood are not the only ones who live there.

Let the people who live in the neighborhood decide.

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OPEN SP

ARTS WALK

RESIDENTIAL

MERCADO RETAIL

EXISTING BUILDINGS

EXISTING BUILDINGS

EXISTING BUILDINGS

EXISTING BUILDINGS

Maricela - Bakers, Tacos, Adobe, Cajitas

Love Park & Rec Center

Neighborhoods that may be affected by changes should select representatives that live in the area to speak for them.

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Downtown Focus Workshop

1. Mix of uses downtown: retail, housing, cultural, hotel, bar/nightclubs, open spaces, office, government
2. Variety of retail: both local and national, including small-scale retail and a farmer's market
3. Variety of cultural options, e.g. Cultural Heritage Museum, Mexican Revolution Museum, Mercado, music, local crafts, art cinema
4. Adaptive reuse, where feasible
5. Sensitive to existing businesses

Downtown Focus Workshop

6. Family-friendly
7. Public realm improvements: pedestrians and open space
8. Transit improvements including possible trolley
9. Explore options for: arena location, retail catalyst street location
10. Uniquely El Paso

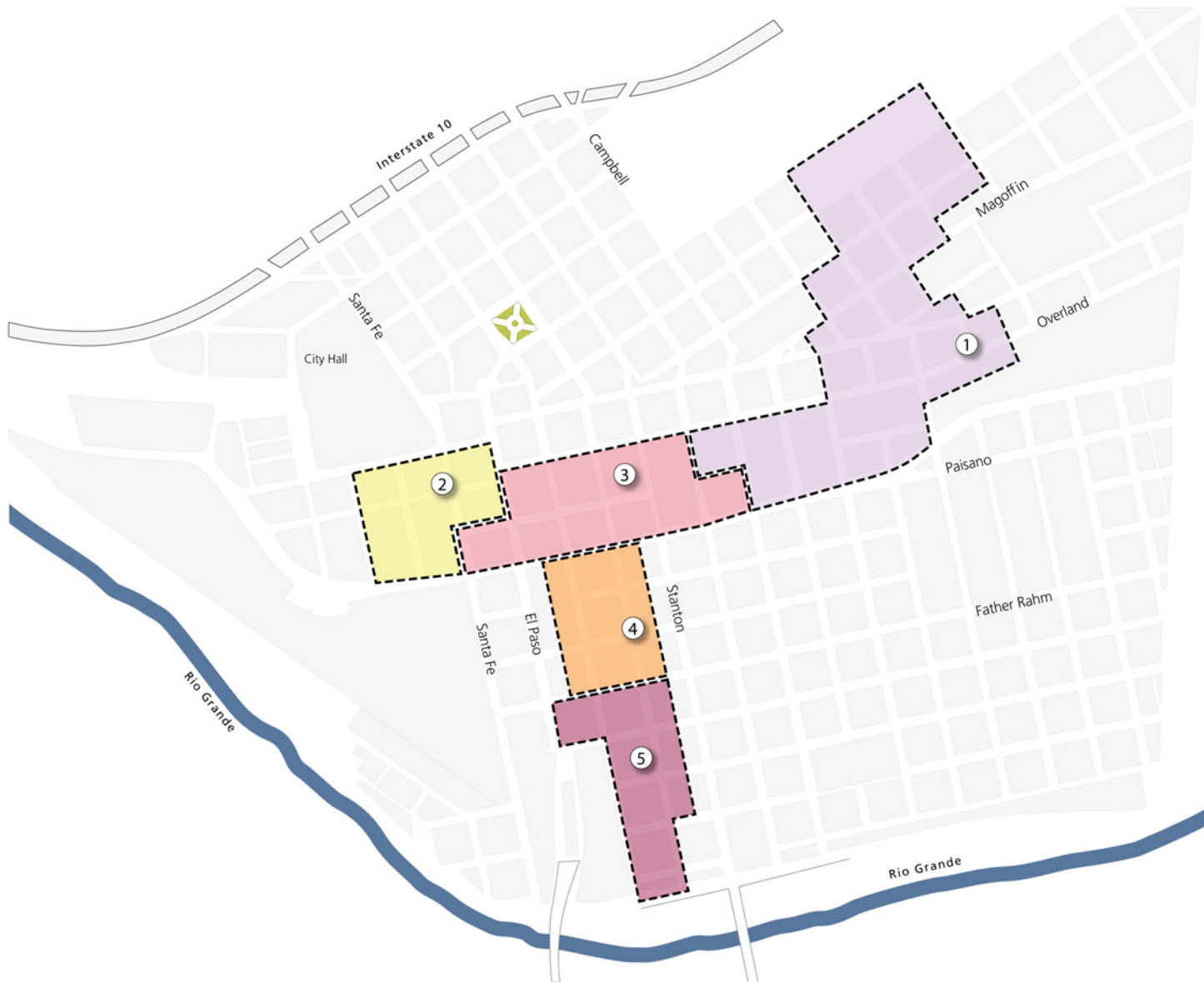
Neighborhood Focus Workshop

1. Variety of housing opportunities, especially affordable housing
2. Community services: daycare, senior services, youth recreation, health services, cultural facilities, school
3. Open spaces for children and families, playing fields, community gardens
4. Neighborhood-oriented retail, farmer's market, Mercado, opportunities for local vendors, artists, and crafts
5. Adaptive reuse of buildings
6. Importance of the cultural history of the neighborhood

Spotlight on Plan Changes

- Changes to the Redevelopment District Boundary
- Changes to the Incentive District
- Incorporation of Sensitive Sites of Cultural, Historic, Economic, or Community Importance
- Development of Design Guidelines to Ensure a Uniquely El Paso Downtown
- Focused Catalyst Projects

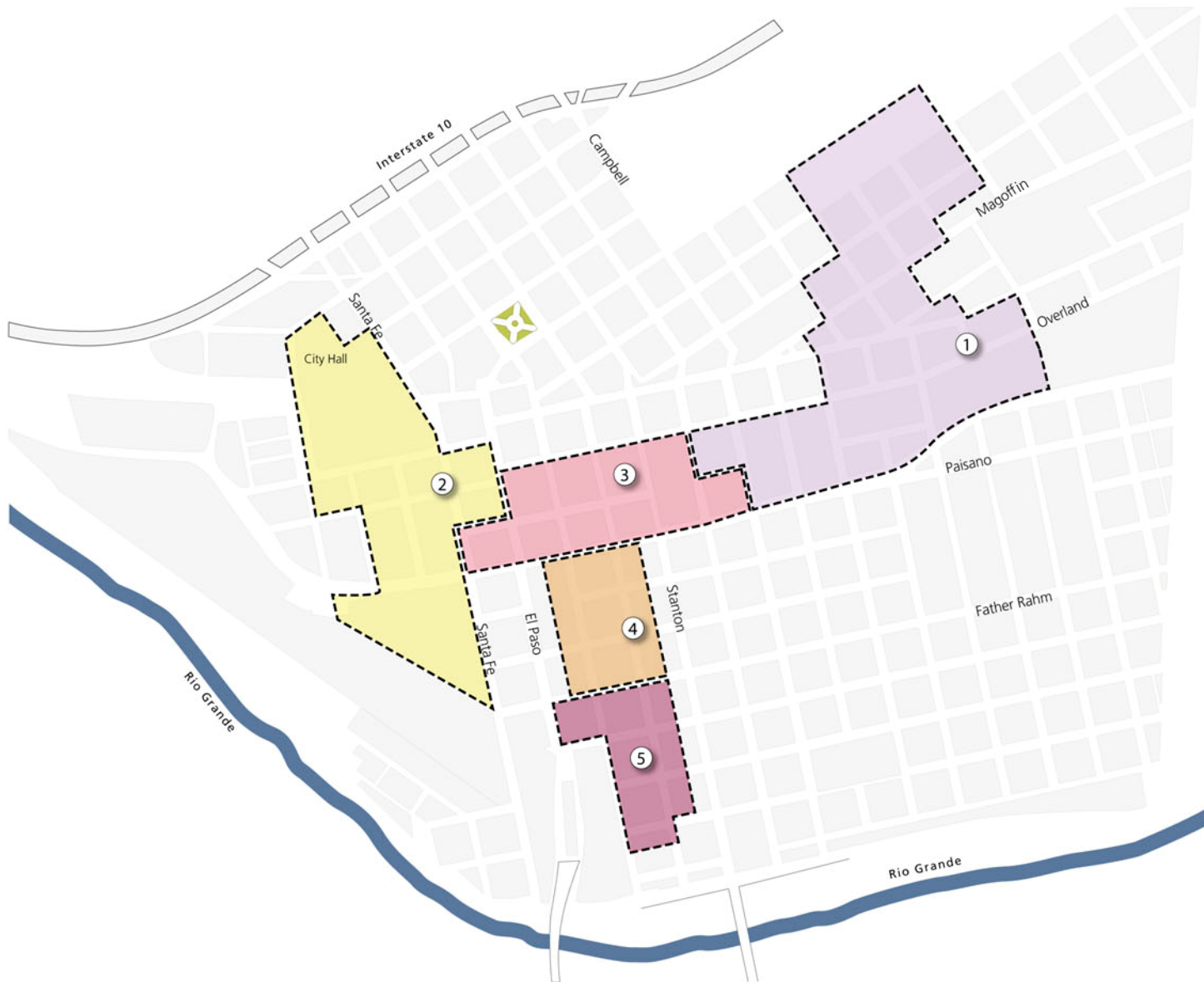




REDEVELOPMENT DISTRICTS

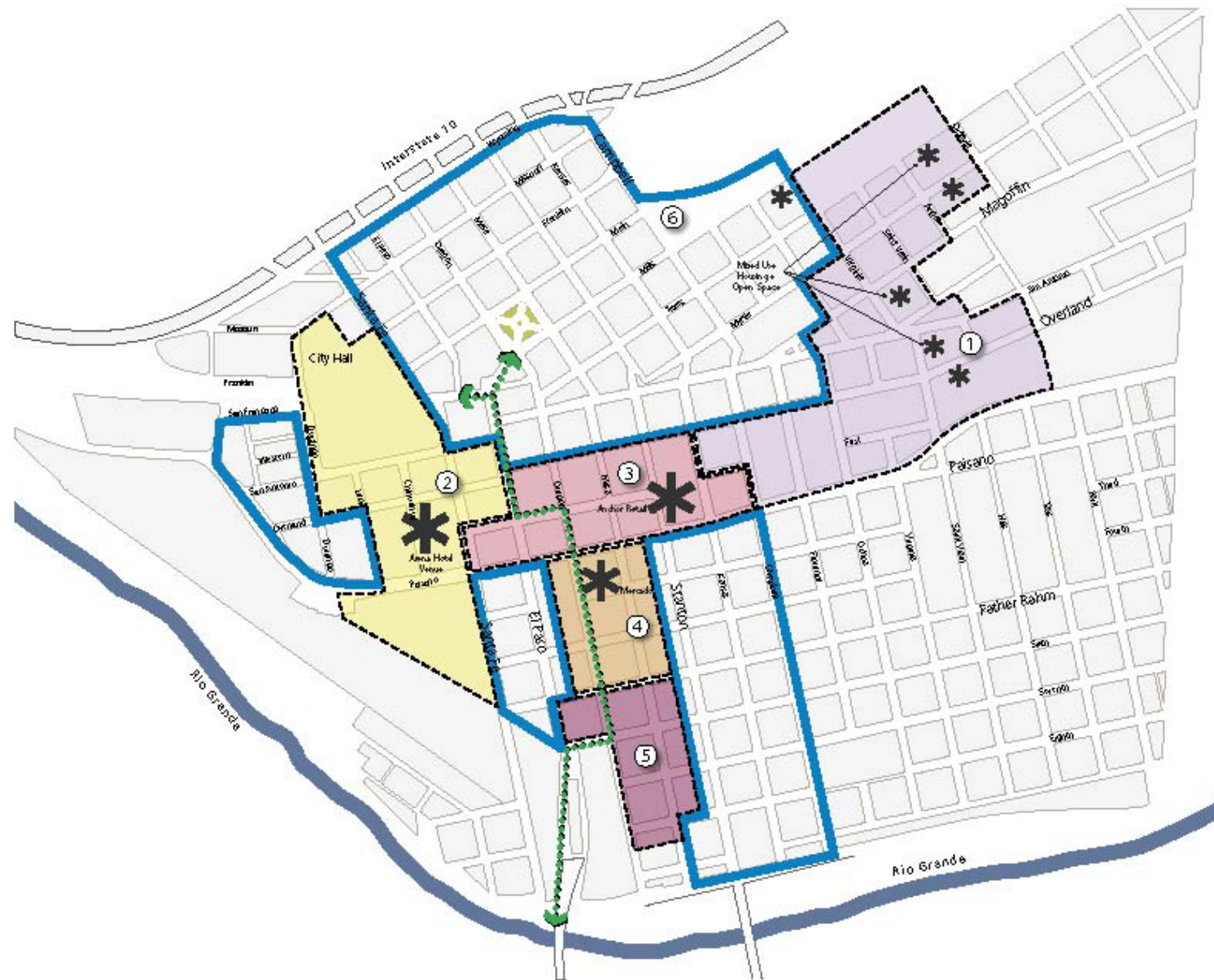
- 1 Mixed Use/Residential
- 2 Arena/Hotel/Entertainment
- 3 Lifestyle Retail
- 4 Mercado
- 5 Urban Retail





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REDEVELOPMENT DISTRICTS

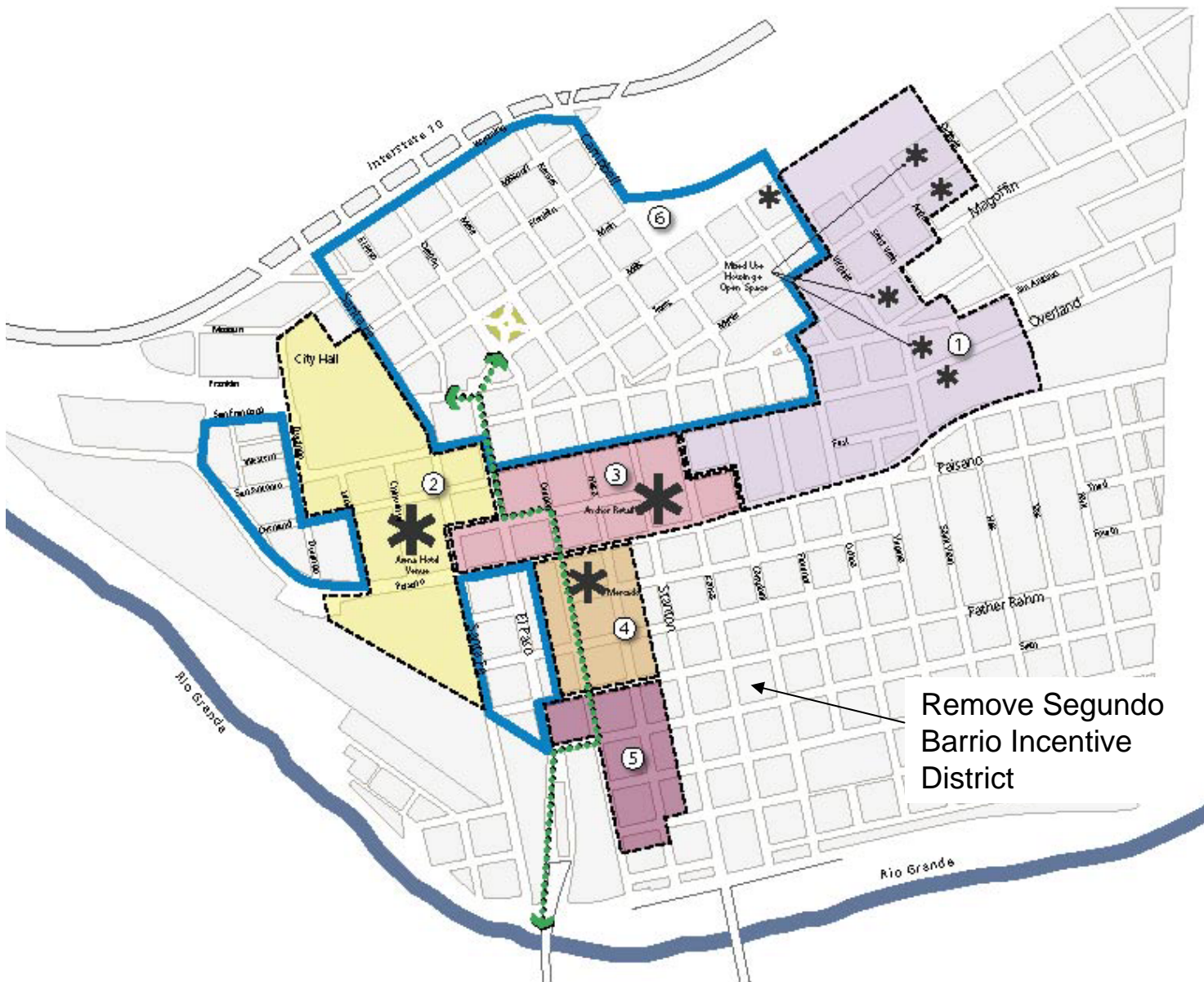
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- 6 Incentive

BI-National Arts Walk

SENSITIVE SITES

- Historic Districts
- Historic Register Building
- Cultural and Social Significance
- Special Treatment

Catalyst Project



REDEVELOPMENT DISTRICTS

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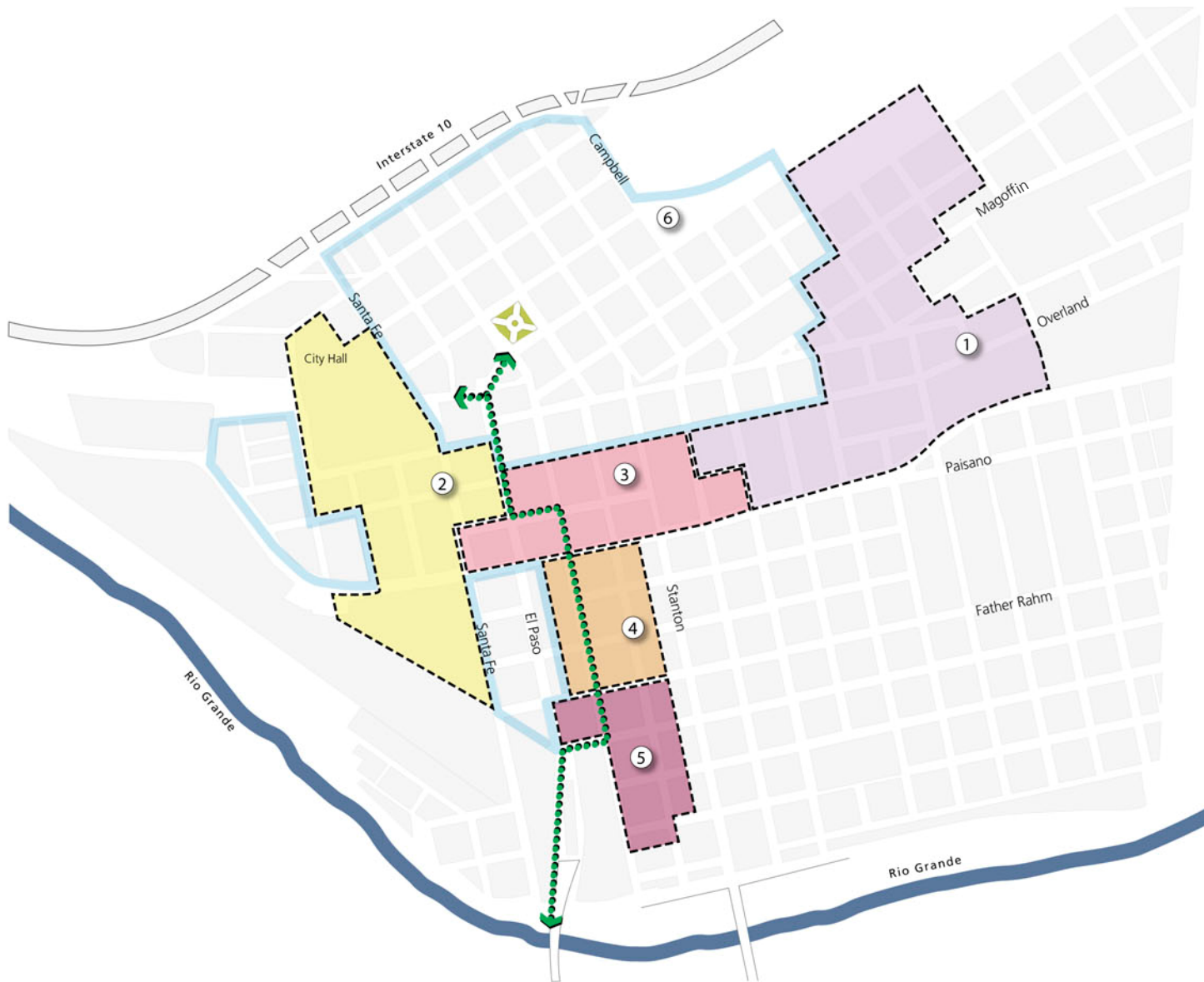
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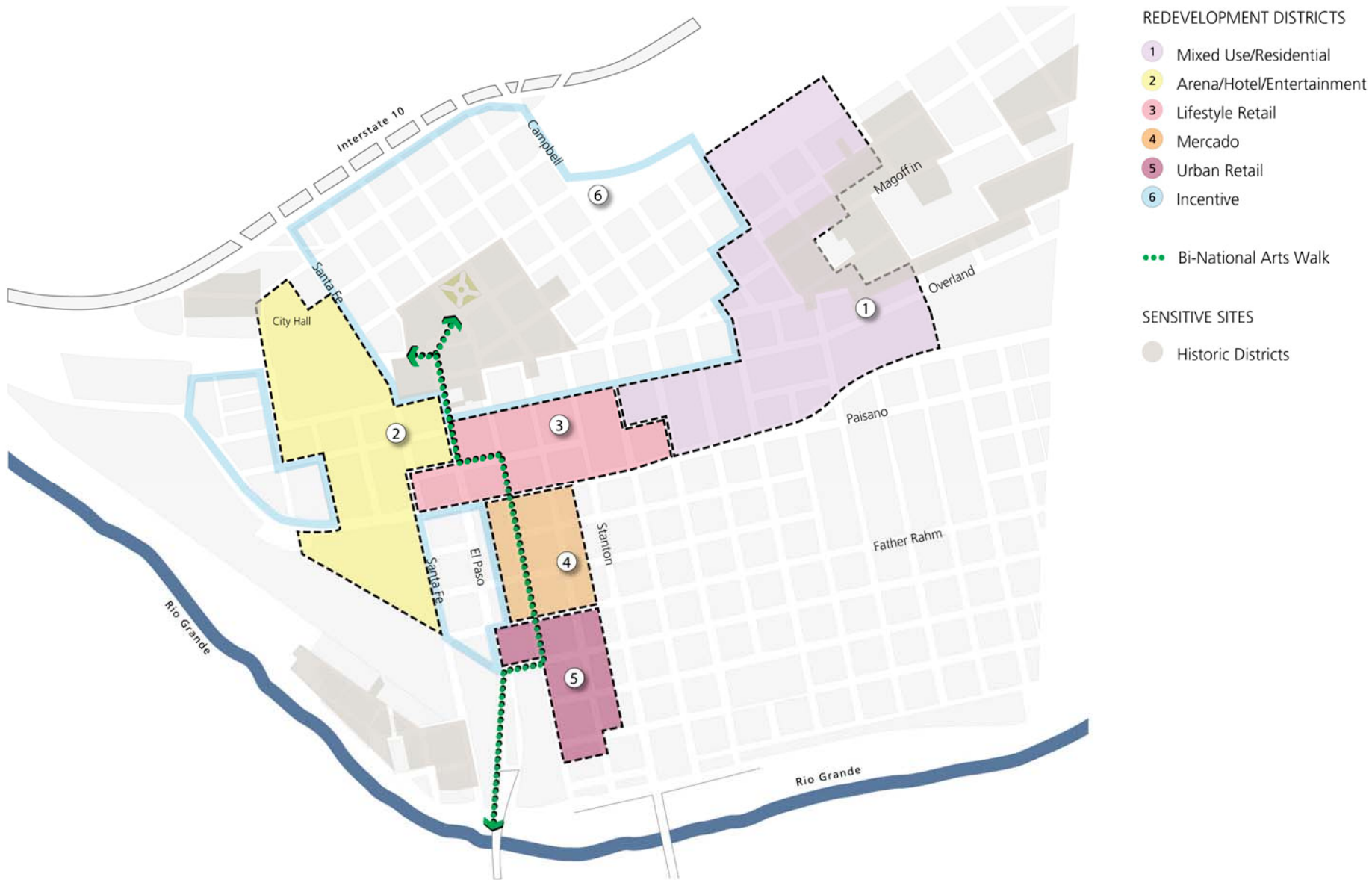
Remove Segundo Barrio Incentive District

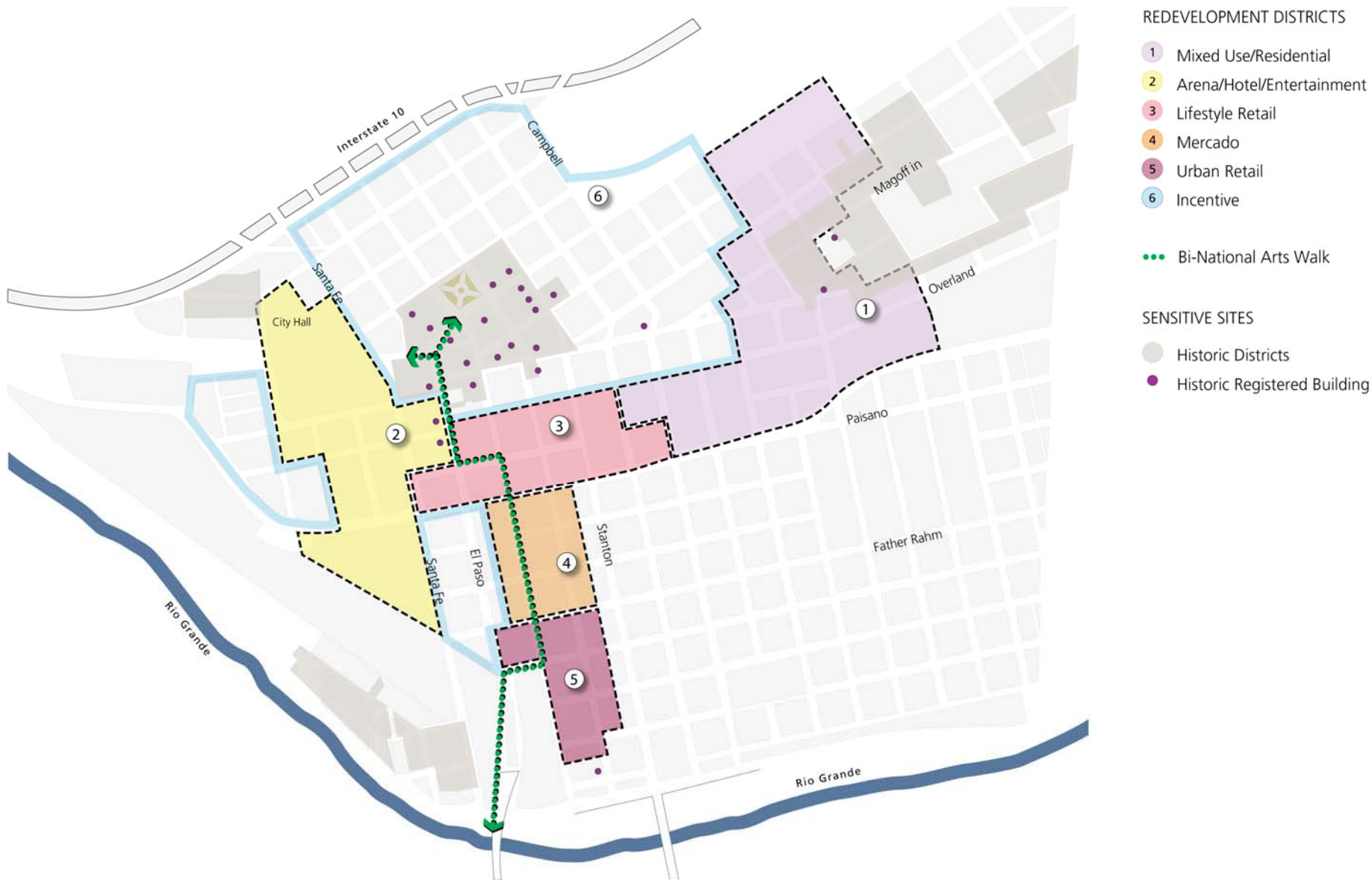


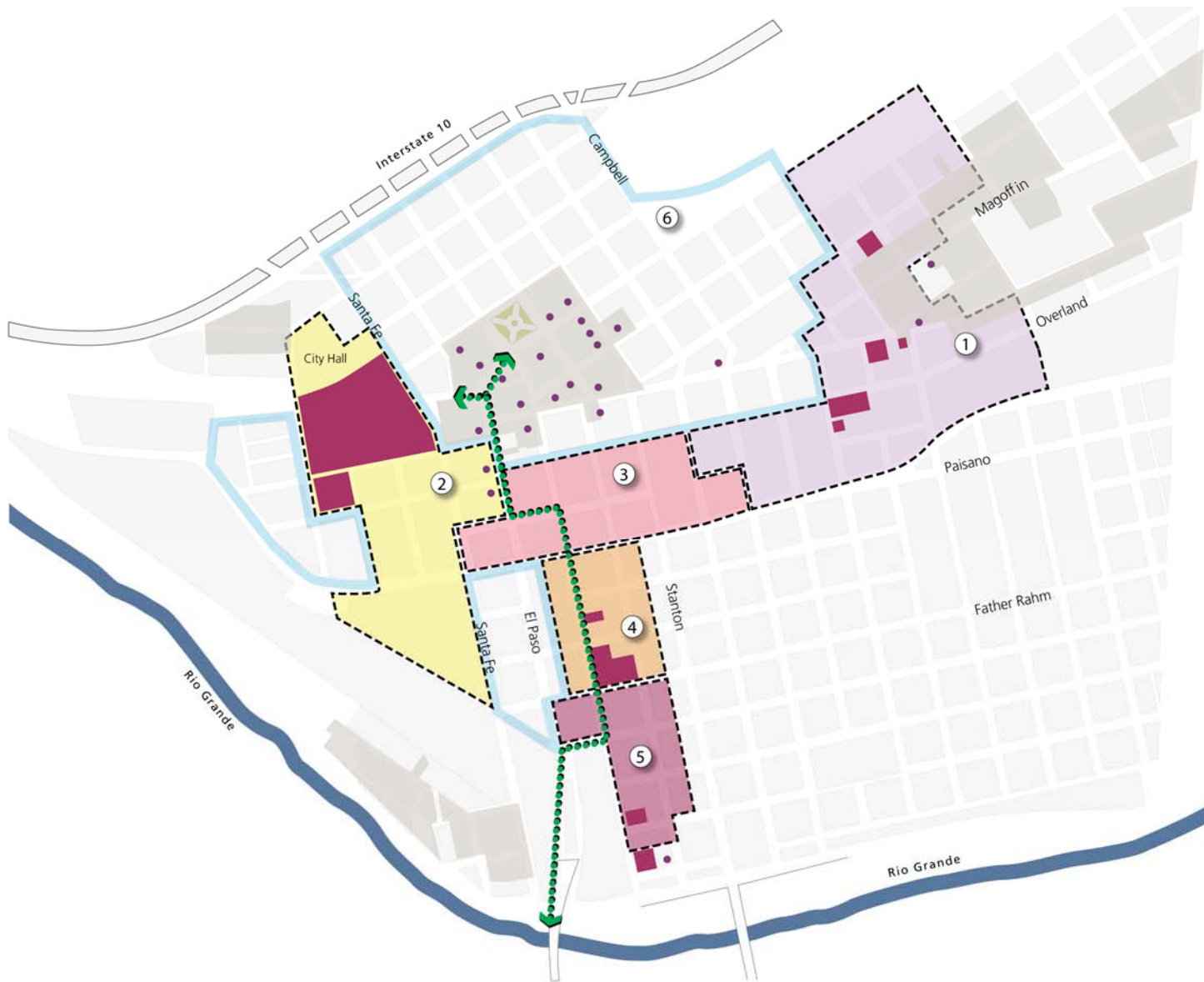
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... Bi-National Arts Walk







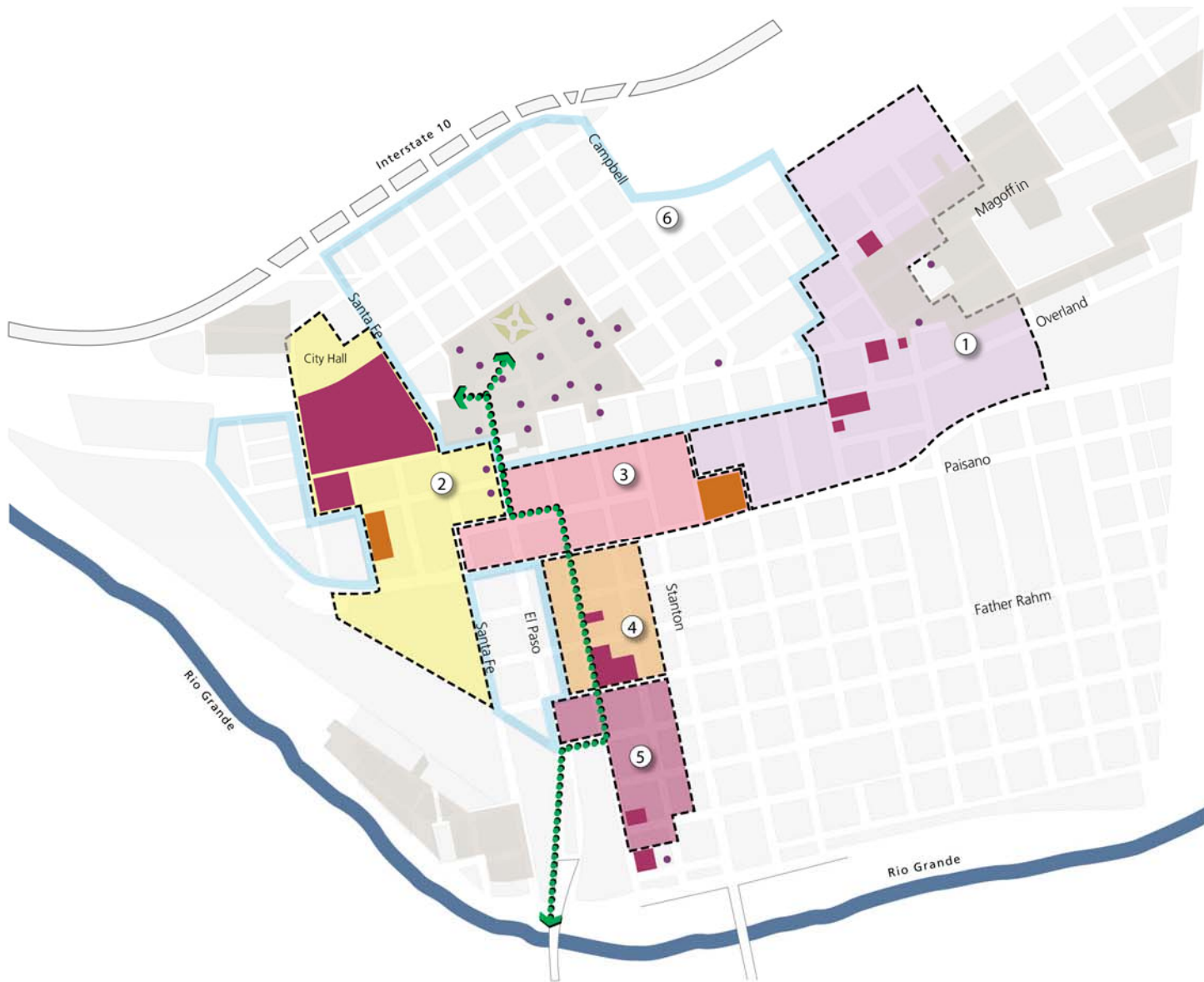
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••• Bi-National Arts Walk

SENSITIVE SITES

- Historic Districts
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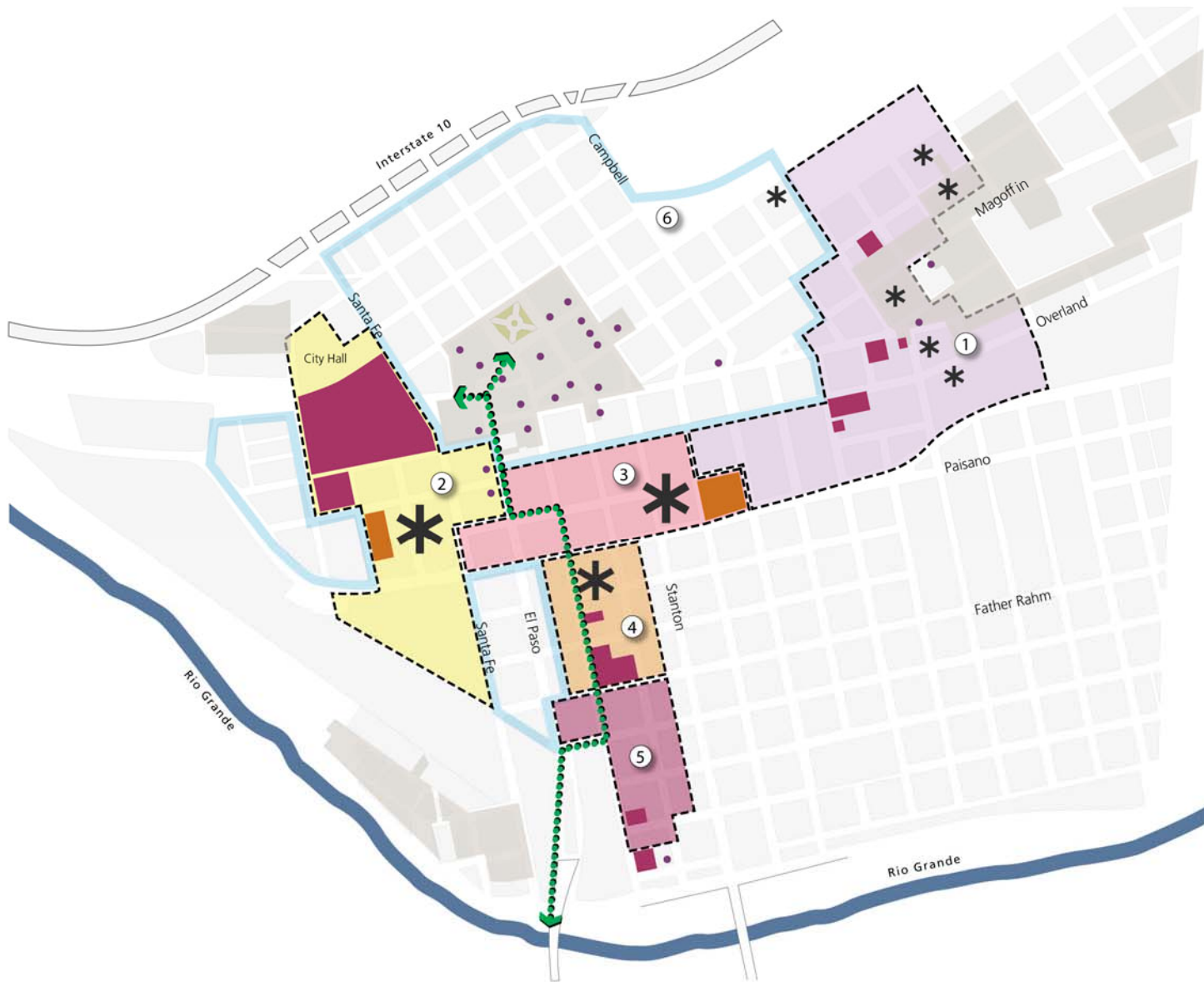
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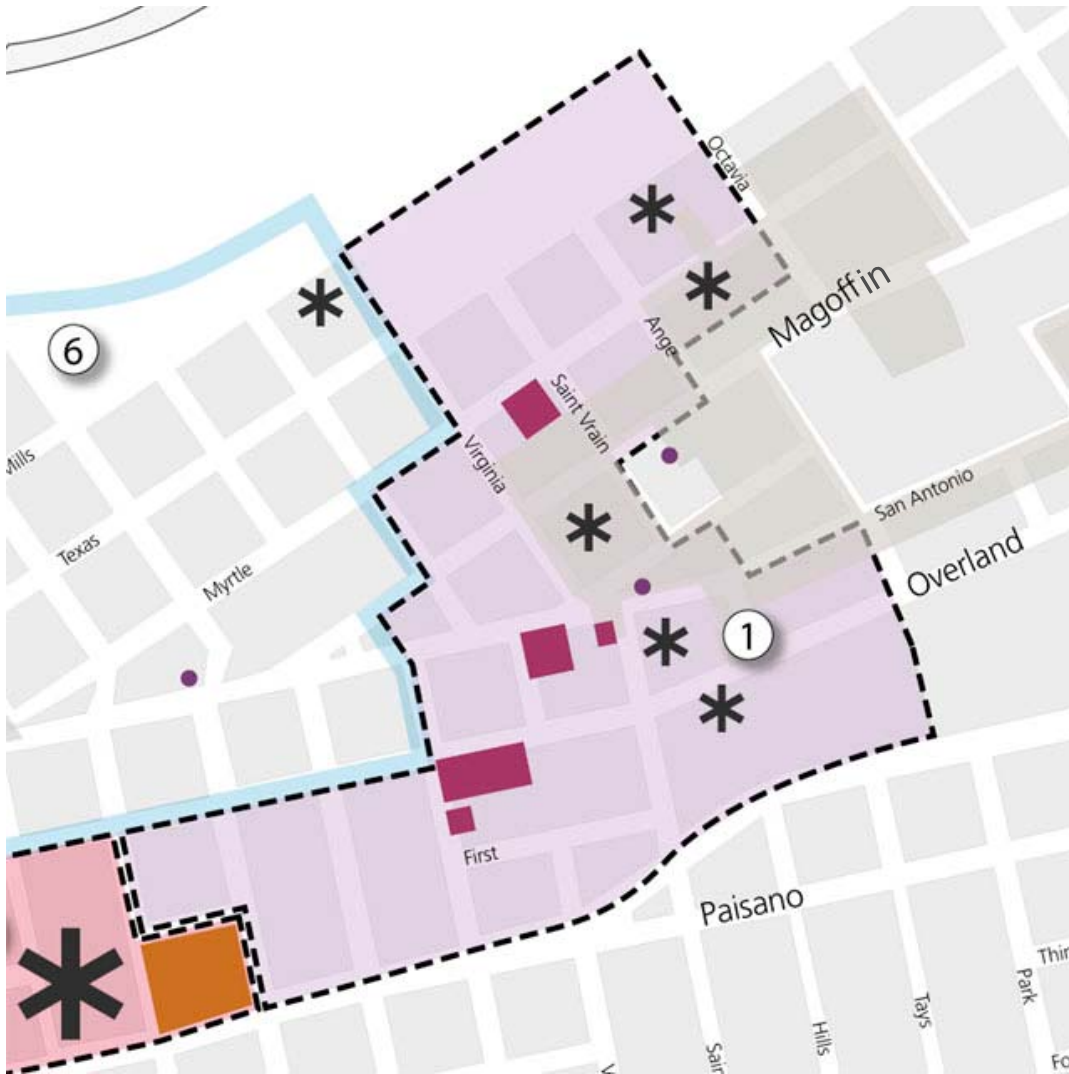
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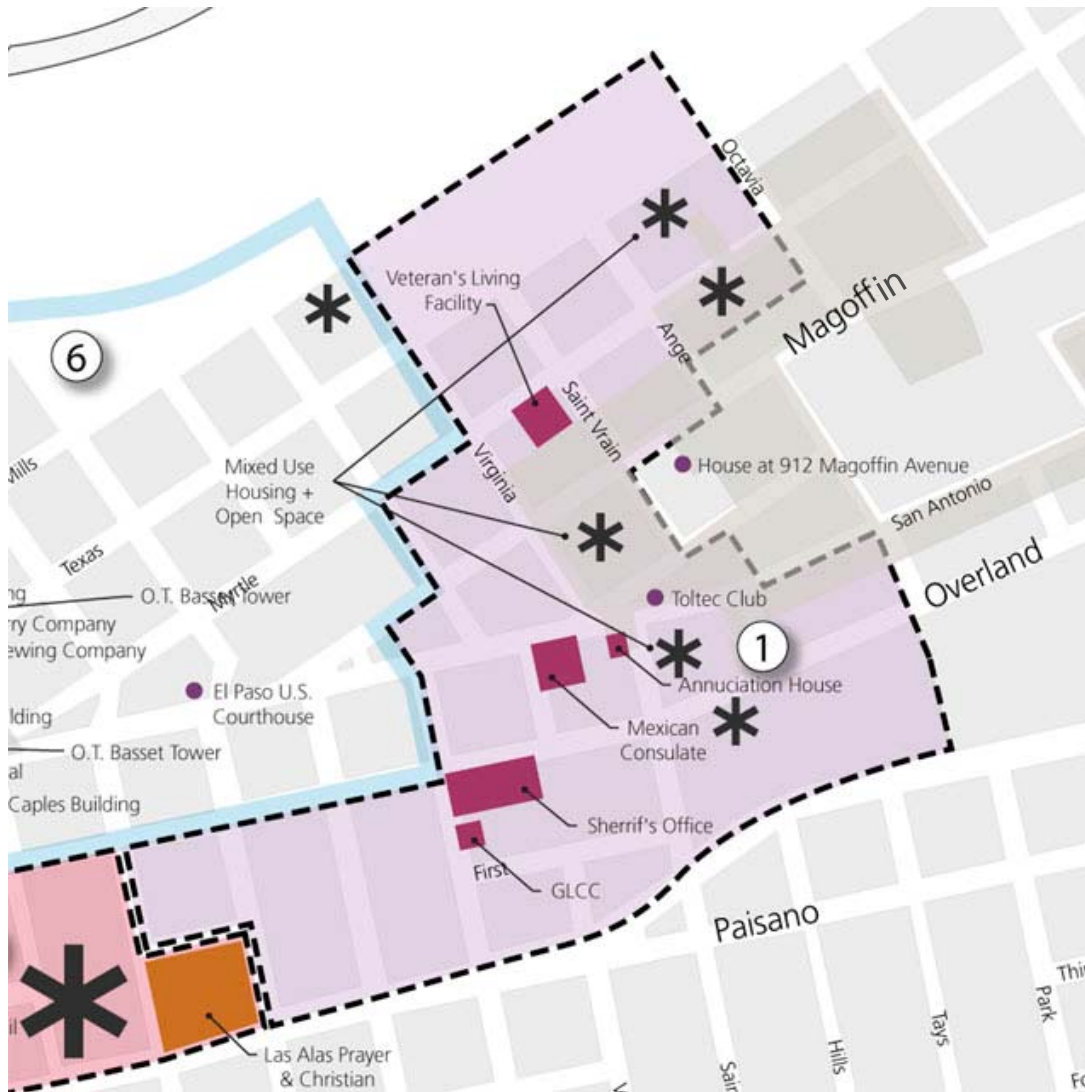
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* Catalyst Project

Magoffin Mixed-Use Residential Area

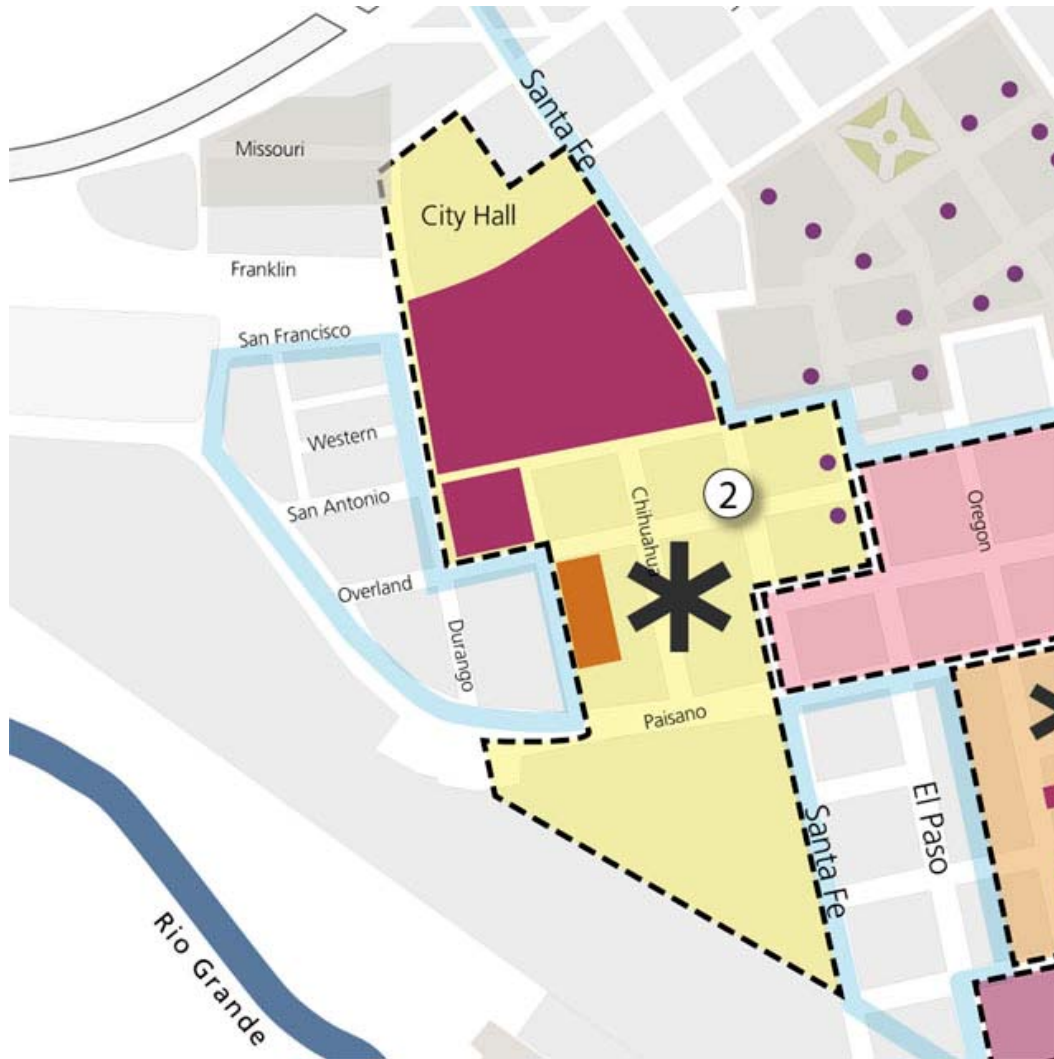


Magoffin Mixed-Use Residential Area

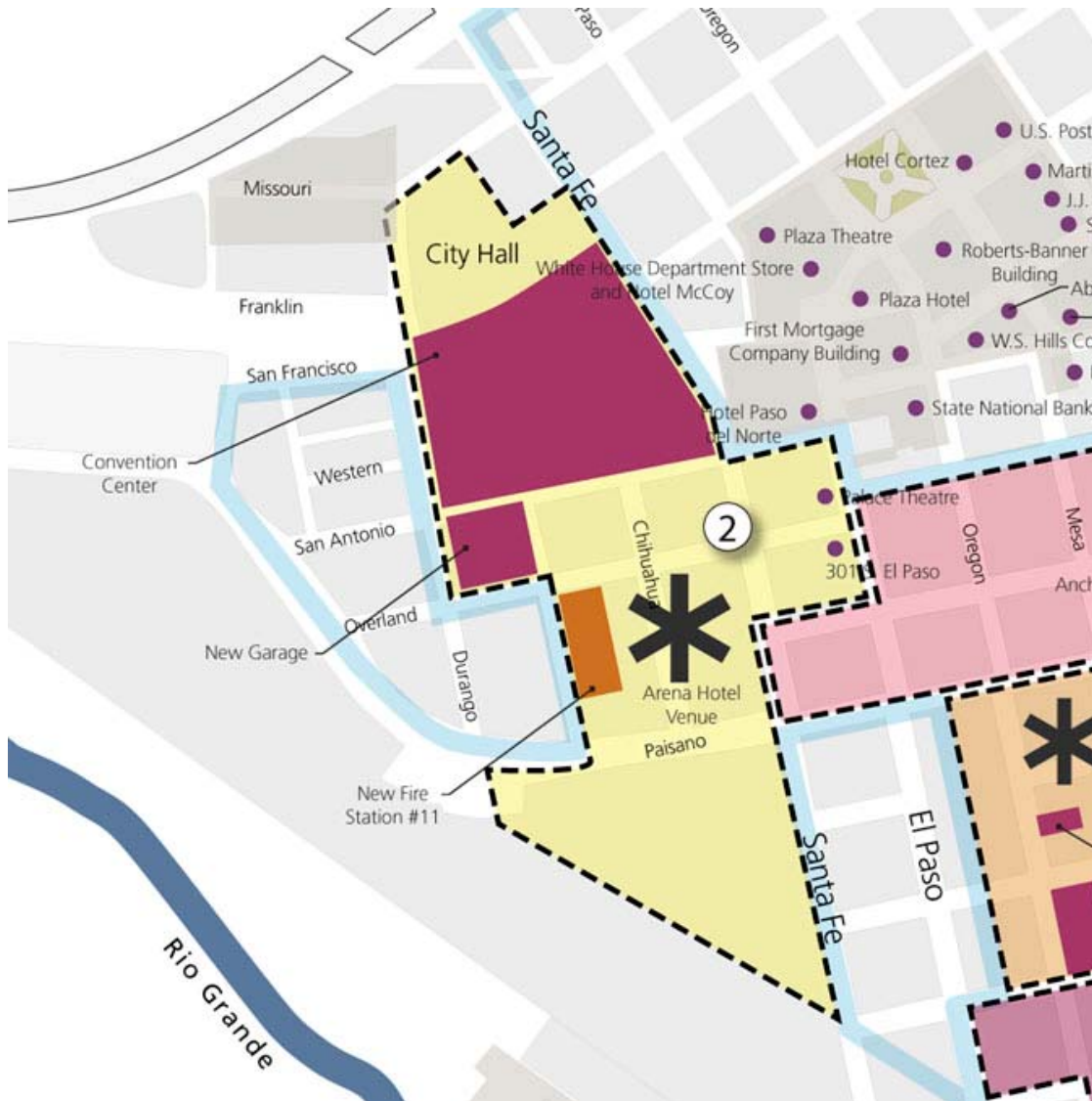


- Sensitive sites to be preserved
- Opportunity infill sites for mixed use housing and open space
- Catalyst housing projects (400 units+) address immediate need for housing
- New housing and retail increases viability and vibrancy of existing Magoffin neighborhood and creates new ongoing infill opportunities

Santa Fe Street Arena/Hotel/Entertainment

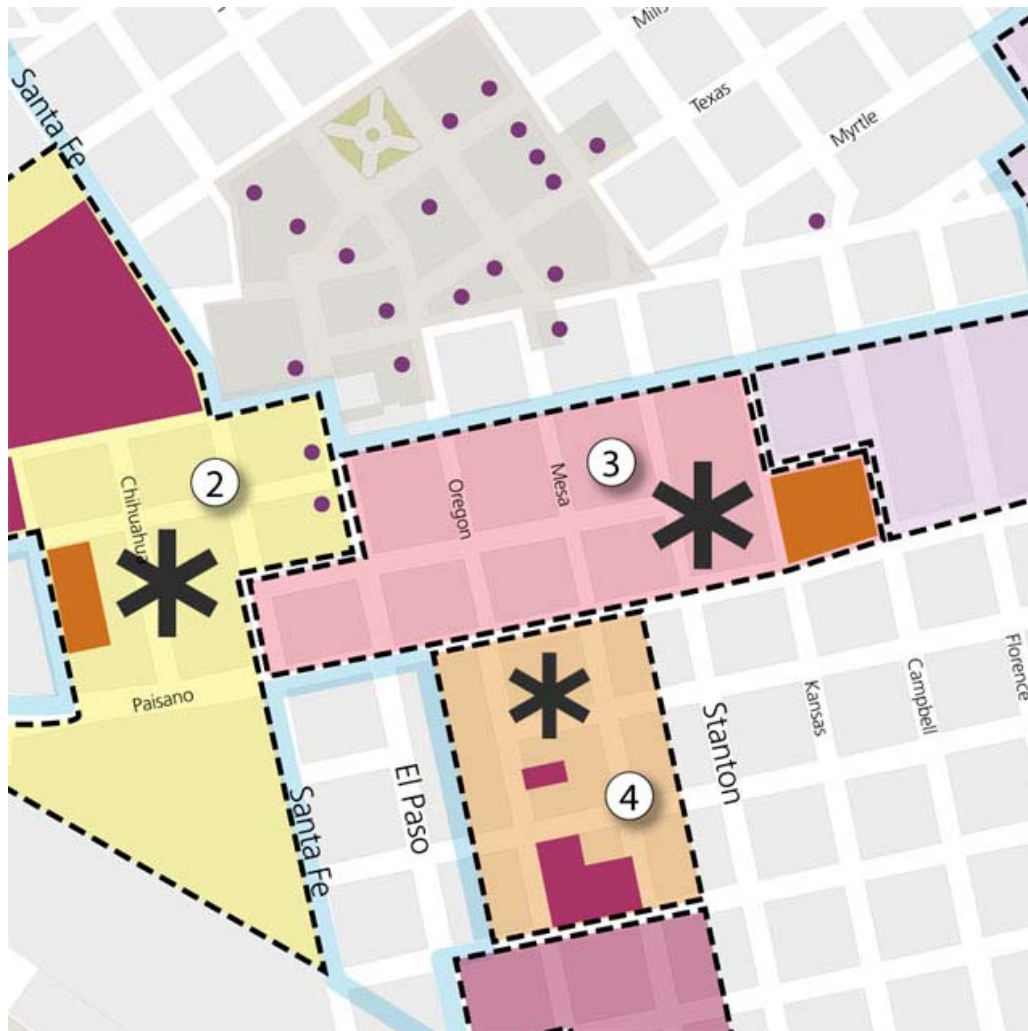


Santa Fe Street Arena/Hotel/Entertainment

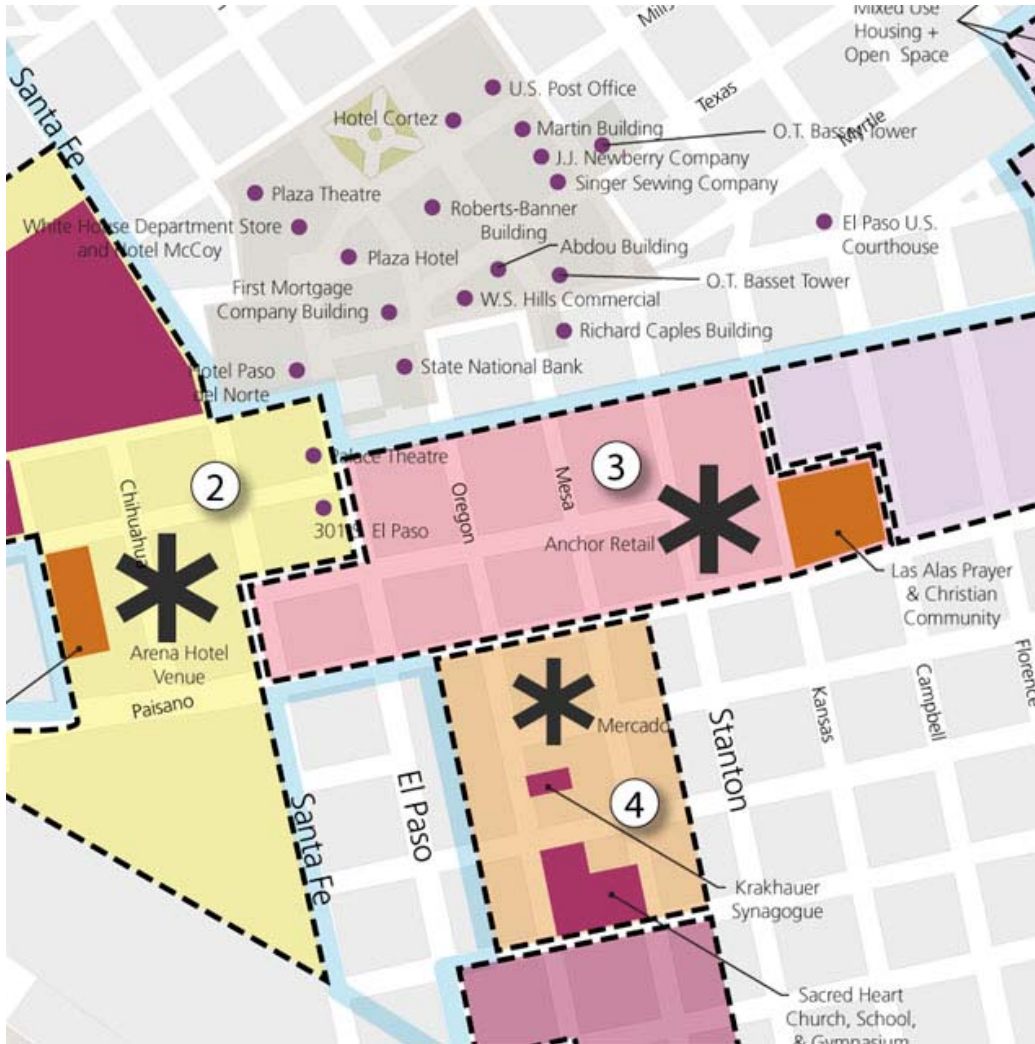


- Redevelopment District enlarged to encompass Convention Center, City Hall, and railyard site
- Allows proposed arena configuration to more flexible to accommodate existing sensitive sites
- Offers greater area to accommodate all uses and better linkage to regional access north and south
- Takes advantage and utilizes recent public realm improvements
- Area to be studied to understand shared resources and uses

First Street Retail Catalyst

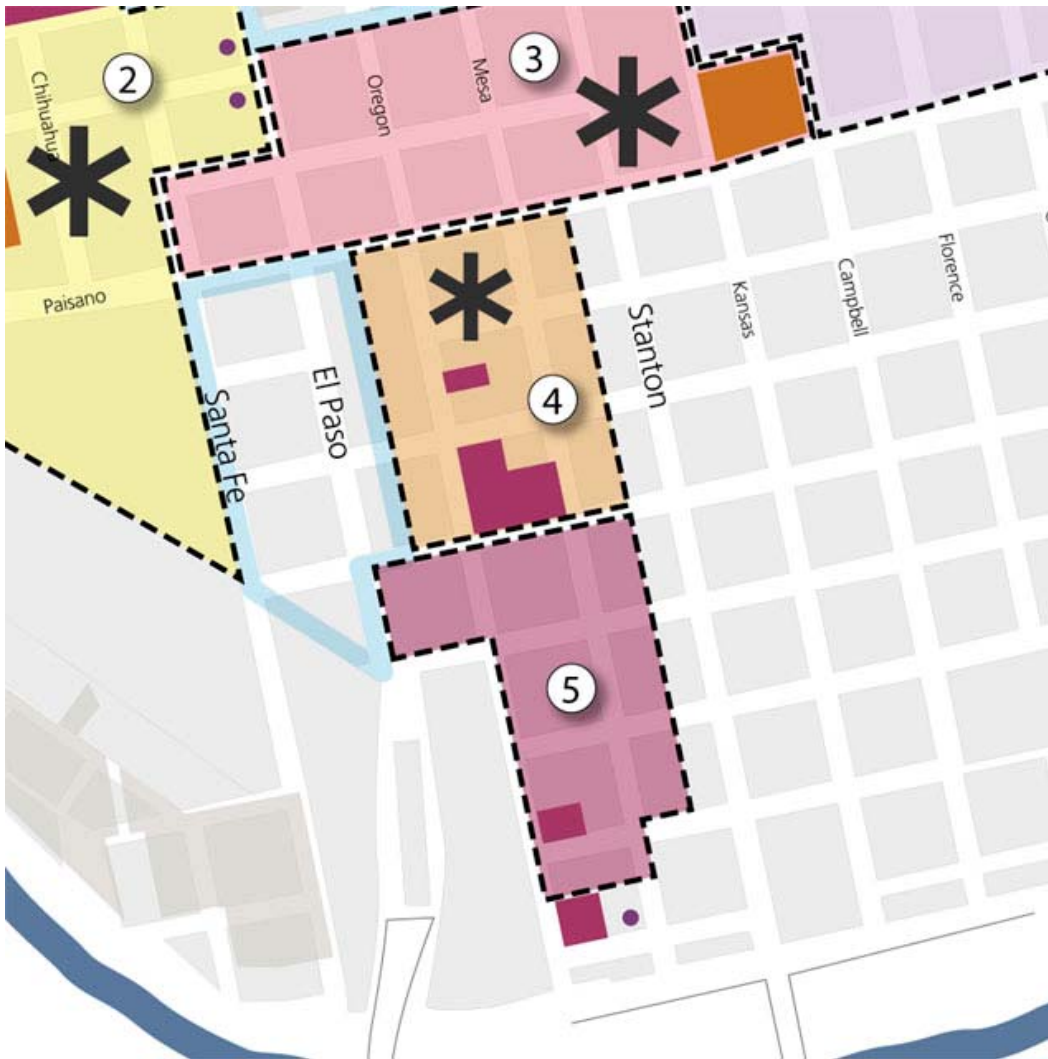


First Street Retail Catalyst

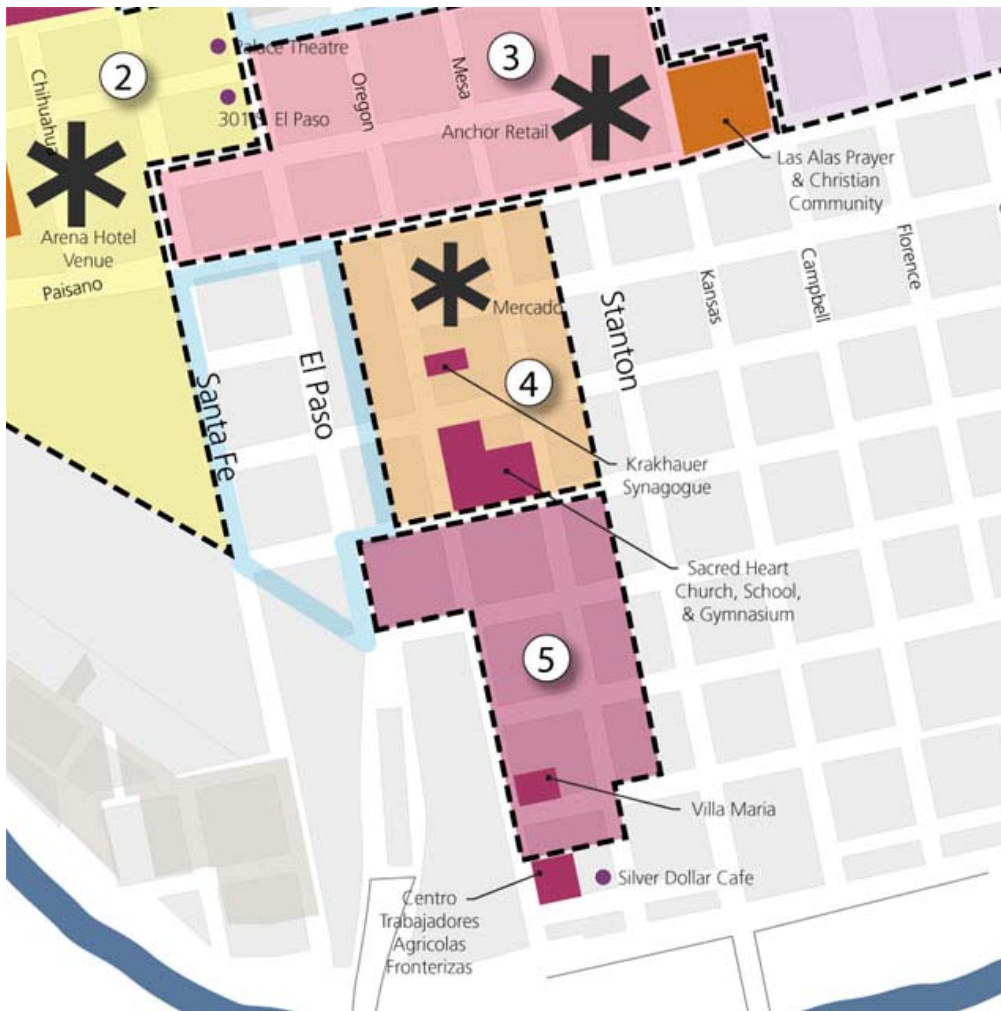


- Opportunity to adaptively reuse historic and significant buildings
- Best opportunity to assemble a number of parcels for major retail catalyst
- New First Street creates opportunity for pedestrian-oriented retail street
- Retail development can potentially include space for displaced retail tenants or thematic retail cluster (e.g. Korean retail village)

Oregon/Mesa Mercado & Urban Retail



Oregon/Mesa Mercado & Urban Retail



- Plan recognizes significant historic, cultural and community places
- Adjacent El Paso and Stanton Street retail areas maintained
- Mercado catalyst expands local retail and opportunities for arts, crafts, and ethnic markets
- New plaza, park and arts walk contributes to neighborhood revitalization
- El Paso Street not impacted, circulation continues unabated
- Border retail offers southern anchor to “golden horseshoe” and parking resource

Segundo Barrio – Neighborhood Preservation and Improvement Plan

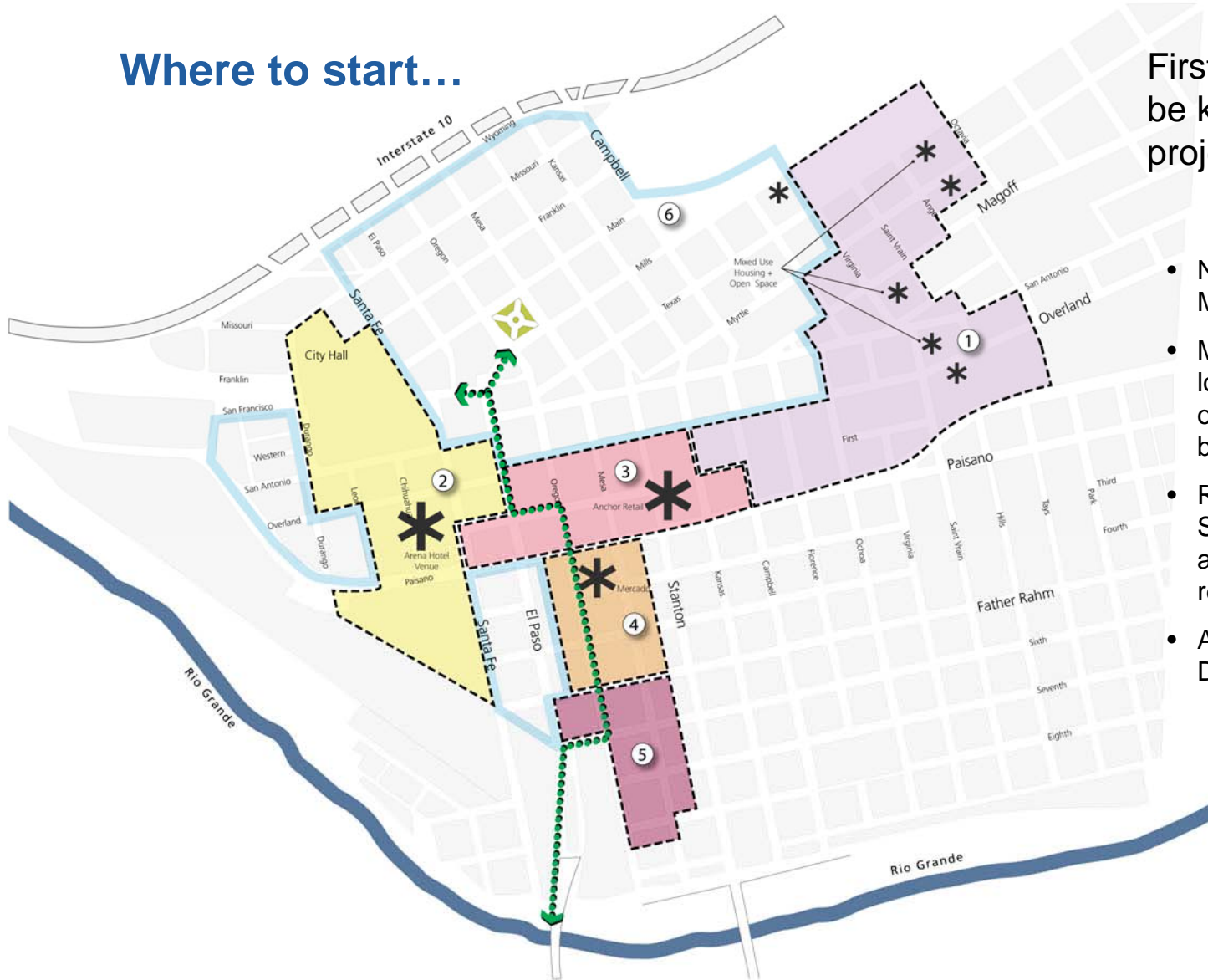
- City staff will work with the community to develop its own neighborhood plan
- Incentive area removed east of Stanton
- Respect for existing history – buildings, people, community icons
- Focus on youth, education and recreation
- Focus on creating a variety of high-quality housing for area residents
- Focus on creating jobs for the community

Important Steps during Implementation

- **Market Analysis:** Careful attention to the type and mix of retail, entertainment venues, and housing types
- **Project Impacts and Cost Analysis:** Impacts on transportation and infrastructure need to be analyzed along with project costs, both public and private investments
- **Strong Design Guidelines:** Critical to ensure intent of plan is carried through and existing character and special-ness of El Paso is preserved and enhanced

Where to start...

First focus of plan should be key catalyst projects.....



- New mixed-income housing in Magoffin District
- Mercado Market to create new local retail opportunities and offer space for displaced businesses
- Retail development on First Street; key to attracting additional national and local retail
- Arena/Hotel/Entertainment Destination



Resolution #1 – Value Statements

Proposed Value Statements

TO SERVE AS THE BASIS FROM WHICH THE FORMAL PLAN DEVELOPMENT, PHASING & IMPLEMENTATION STRATEGIES WILL BE PREPARED & AN ADOPTED PLAN EXECUTED:

- ✓ To produce a feasible plan that has private investment options and potential, and that does not depend entirely on government or taxpayer subsidy.
- ✓ To identify and pursue opportunities within the plan to preserve historically, socially, culturally and architecturally significant structures and places within the area.
- ✓ To create design standards for renovation and construction within the area that reflects the integrity and character of the existing urban form.
- ✓ To build upon and create new opportunities for public spaces and walkable environments throughout the area, and maximize regional and international art forms.



Proposed Value Statements

- ✓ To add new residential development that includes a mix of housing markets, including a substantive affordable housing component to allow new relocation opportunities for displaced residents within the area.
- ✓ To establish a rent stabilization program so that affordable housing units are replaced long term.
- ✓ To offer replacement value for all housing displacement and relocation assistance to homeowners within the area.
- ✓ To provide a relocation strategy that includes financial assistance for businesses and commercial tenant displacement within the area, including allowing property swaps wherever possible to promote local private investment within the area.
- ✓ To develop a workforce implementation strategy that includes job development, training and placement for area residents, including location of a job placement and redevelopment office within the area.
- ✓ To celebrate the cultural diversity throughout the area by allowing for the creation and development of special districts.



Proposed Value Statements

- ✓ To look at financial strategies that allow for and promote open investment opportunities to all El Pasoans as part of the plan implementation.
- ✓ To allow national chain operations that foster modified prototypes that preserves local business activities and fit the El Paso urban scale.
- ✓ To encourage new public and private investment to the area through the use of financial and development incentives.
- ✓ To require that, if a Tax Increment Reinvestment Zone is created as part of any plan implementation strategy, at least one member each representing the residential and commercial segments of the area shall be included on the Board of Directors.
- ✓ To require that, if any real estate investment trusts that are created as part of any plan implementation strategy, all investments and development undertaken within the area shall be in accordance with the approved plan.
- ✓ To host regular community and stakeholder work sessions to allow adequate public review, critique and refinement of the plan elements going forward.





Resolution #2 – Use of Eminent Domain

Proposed Policy

THAT THE USE OF EMINENT DOMAIN FOR ECONOMIC DEVELOPMENT PURPOSES SHALL BE CONSIDERED AS A LAST RESORT & ONLY WHEN ALL NEGOTIATION EFFORTS HAVE FAILED.

Chapter 2206.001 of the Texas Government Code provides:

“A governmental or private entity may not take private property through the use of eminent domain if the taking:

- (1) confers a private benefit on a particular private party through the use of the property;
- (2) is for a public use that is merely a pretext to confer a private benefit on a particular private party; or
- (3) is for economic development purposes, unless the economic development is a secondary purpose resulting from municipal community development or municipal urban renewal activities to eliminate an existing affirmative harm on society from slum or blighted areas under:
 - (A) Chapter 373 or 374, Local Government Code, other than an activity described by Section 373.002(b)(5), Local Government Code; or
 - (B) Section 311.005(a)(1)(I), Tax Code.”





Next Steps – Timeline

Tentative Schedule

ACTION	TENTATIVE COMPLETION DATES
SMWM, Develop Formal Plan Text & Maps	August
City/PDNG Text & Maps Review & Edit	August
Hold Public Meetings to Present Formal Plan	September
Revised Formal Plan Text & Maps on Public Input Collected	September
Formal Plan Processing & Adoption, City Plan Commission & City Council	October





City Council Actions

Actions Needed

Downtown Redevelopment Plan Recommended Map Changes

**Resolution regarding
Value Statements for Plan Development**

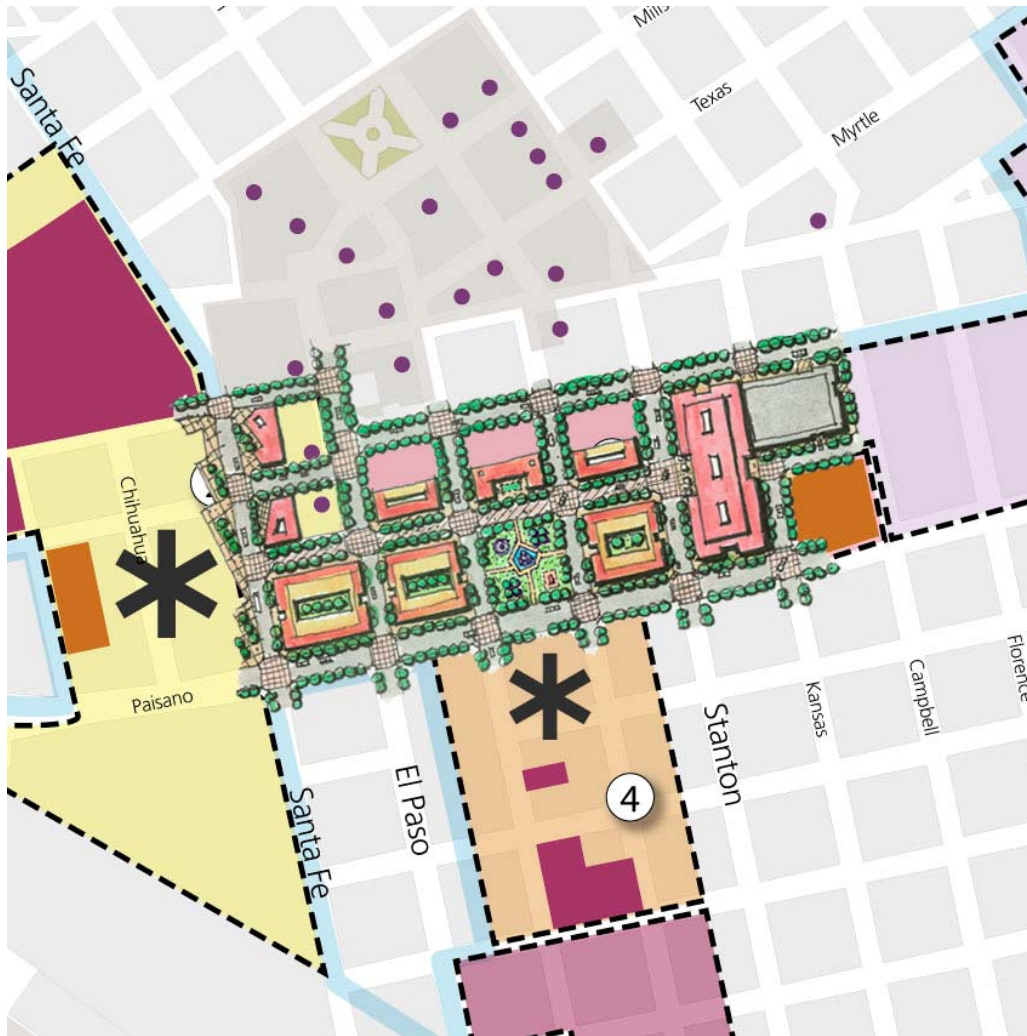
**Resolution regarding
Use of Eminent Domain**

**Discussion regarding
Lozano Downtown Revitalization Plan**



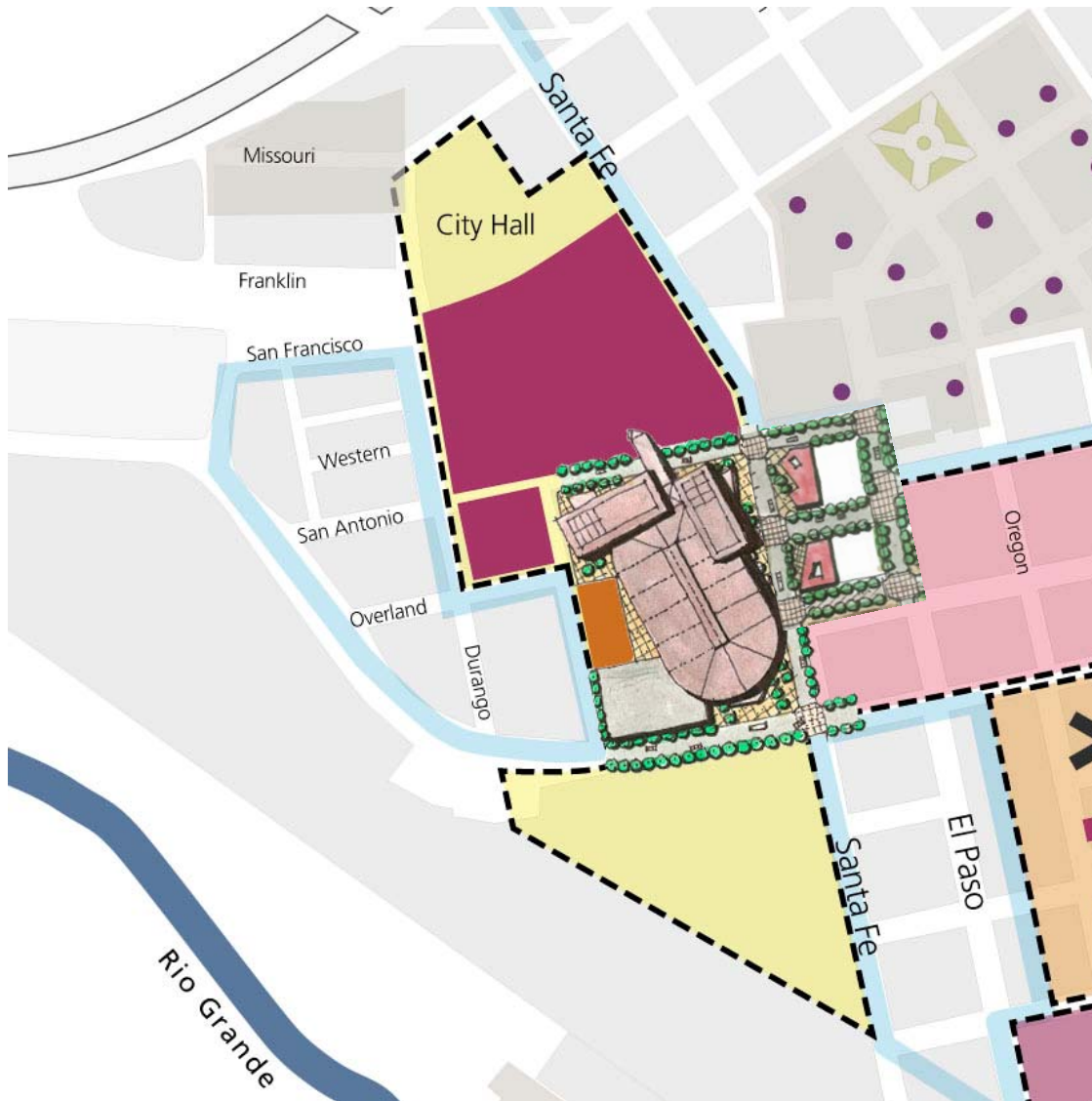


First Street Retail Catalyst: One Concept



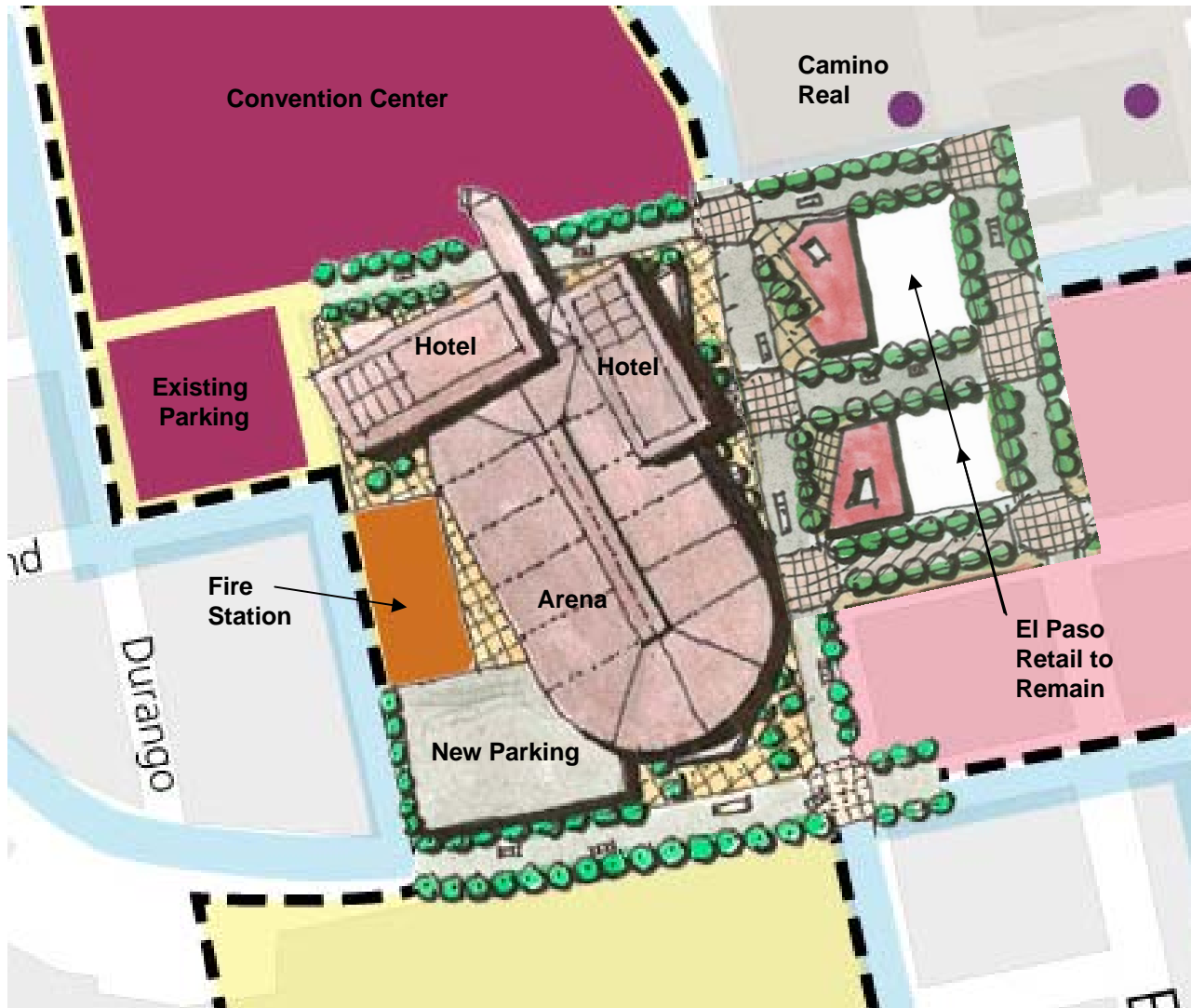
- Concept for major retail development along First Street connecting Arena with new retail anchor
- Opportunity to preserve existing fabric along Overland and El Paso

Santa Fe Street Arena/Hotel/Entertainment: One Concept



- Concept for Arena, Hotel, and Retail Area that preserves most of Union Plaza and El Paso Retail Areas

Santa Fe Street Arena/Hotel/Entertainment: One Concept



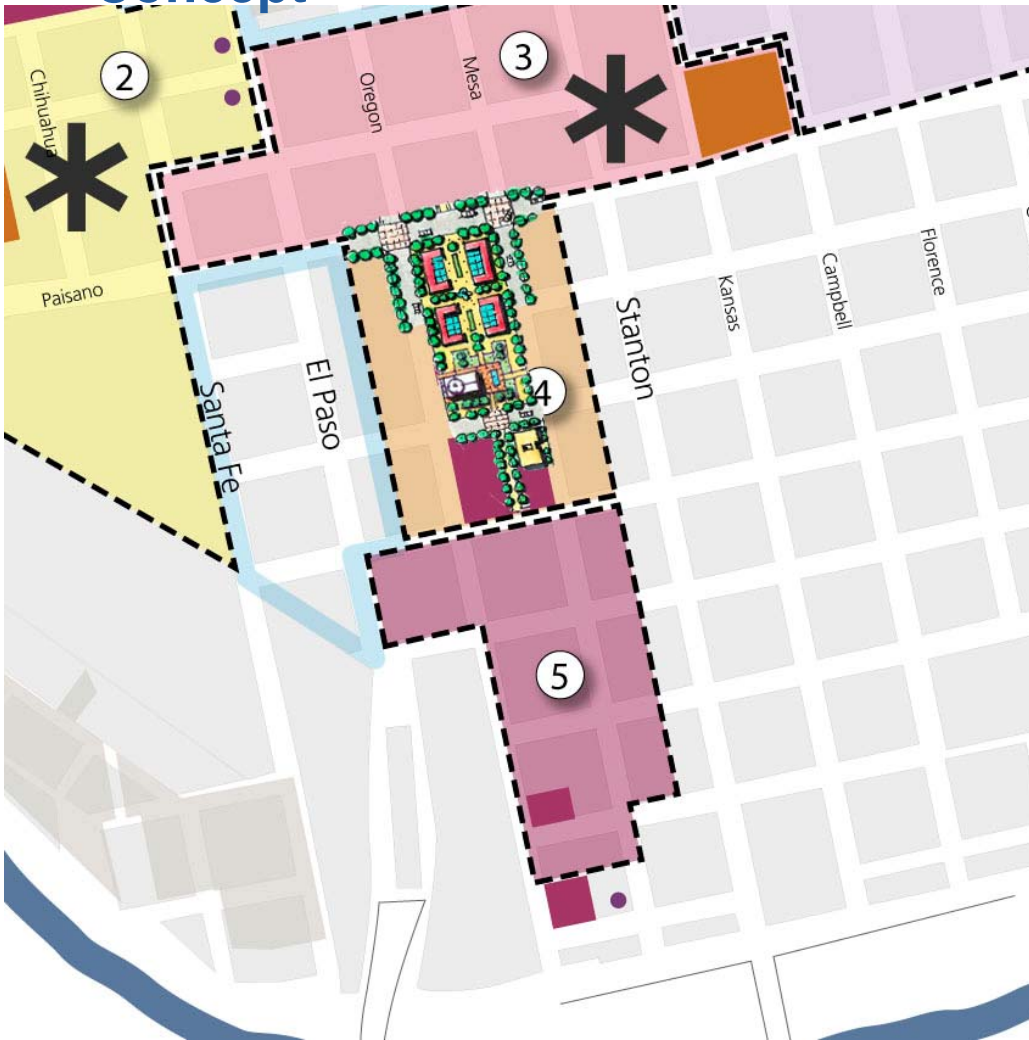
- 15,000 – 18,000 seat arena with distributed parking to encourage movement through downtown
- Opportunity for hotels and related retail/restaurant
- Connections to existing convention center and cultural amenities
- Adjacent to shopping and other new downtown development
- Takes advantage of recent Union Square public realm improvements
- Preserves fire station, other Union Square landmarks, and El Paso Street retail

First Street Retail Catalyst: One Possible Concept



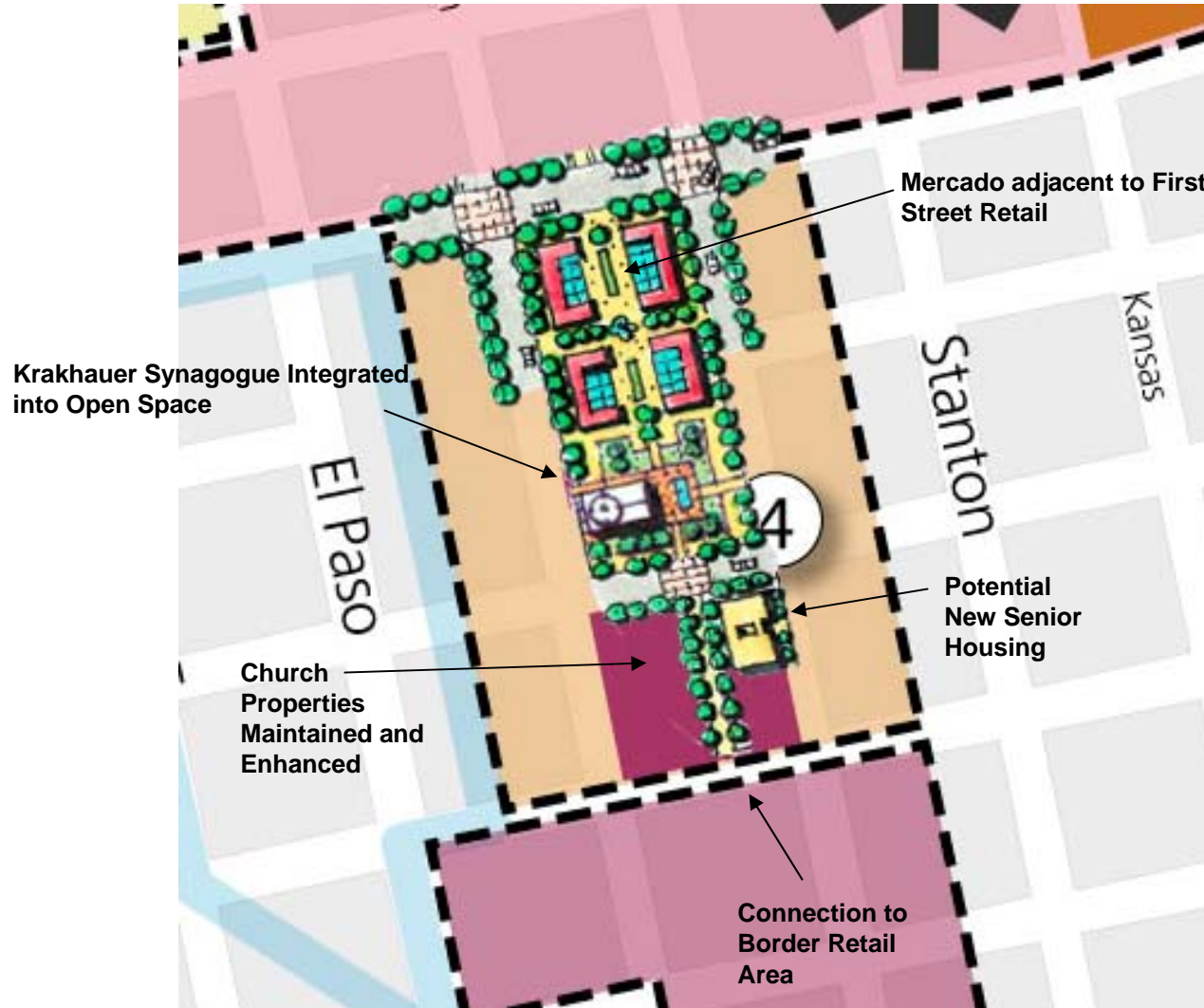
- 300,000 square feet of new retail centered on new First Street segment
- Retail anchor at east end brings pedestrians across downtown
- Diverse retail to include local and national stores, restaurants, galleries, etc. serving variety of needs
- Opportunity to adaptively reuse significant buildings
- Existing retail along El Paso and Overland integrated
- Community also saw need for additional cultural resources including small theater and museum

Oregon/Mesa Mercado & Urban Retail: Mercado/Park Concept



- Mercado and Open Space provides new retail opportunities for local businesses
- Links and improves El Paso and Stanton Streets retail energy
- Opportunity for focus on ethnic, arts and crafts, food, and other small local ventures who could not occupy larger spaces

Oregon/Mesa Mercado & Urban Retail: Mercado/Park Concept



PLAN REVIEW PROCESS

STEP
ONE

PDNG UNVEILING, MARCH 31, 2006
PHASE I DOWNTOWN PLAN FRAMEWORK
City Acceptance & City Manager Direction to
Proceed with Community Input & Finalization

STEP
TWO

Community Presentations – May 23 & 24, June 7 & 8
Citywide Meetings/Preliminary Design Workshops
Focus: Informational/Educational; Concern & Issue
Identification

STEP
THREE

Phase II Plan Development
Staff Meetings/Plan Revisions
Focus: Consent Resolution; Plan Modifications

STEP
FOUR

Community Presentations/Final Design Workshops – June 28 & 29
Focus: Responses to Concerns/Issues identified; Plan
Modifications; District Detail/Recommendations



PLAN REVIEW PROCESS

STEP
FIVE

City Council Presentation Phase II Downtown Plan

Focus: Consensus on Phase II Plan Framework

STEP
SIX

Formal Plan Development, Phasing & Implementation

Focus: Formal Plan Structure; Recommended Guidelines, Standards, etc.

STEP
SEVEN

Community Vetting/Presentation

Focus: Draft Plan Presentation & Vetting

STEP
EIGHT

Formal Plan Development-Revised

Focus: Final Recommended Text & Presentation Format

STEP
NINE

Formal Plan Processing & Adoption Submission to City Plan Commission & City Council (Anticipated Completion, September 1, 2006)

